

Regional Planning Commission Transmittal Checklist

Hearing Date
6/12/13
Agenda Item No.
10

Project Number: R2012-02173-(2)
Case(s): Conditional Use Permit Case No. 201200122
Environmental Assessment Case No. 201200225
Planner: Andrew Svitek

- ☒ Project Summary
- ☒ Property Location Map
- ☒ Staff Analysis
- ☐ Draft Resolution / Draft Ordinance / 8.5x11 Map (ZC or PA)
- ☒ Draft Findings
- ☒ Draft Conditions
- ☒ Burden of Proof Statement(s)
- ☒ Environmental Documentation (ND / MND / EIR)
- ☐ Correspondence
- ☒ Photographs
- ☒ Aerial Image(s)
- ☒ Land Use/Zoning Map
- ☐ Tentative Tract / Parcel Map
- ☒ Site Plan / Floor Plans / Elevations
- ☐ Exhibit Map
- ☐ Landscaping Plans

Reviewed By: _____





PROJECT SUMMARY

REQUESTED ENTITLEMENTS

Conditional Use Permit No. 201200122
Environmental Assessment No. 201200225

OWNER / APPLICANT

Public Storage / Bulletin Displays, LLC

MAP/EXHIBIT DATE

4/17/13

PROJECT OVERVIEW

The project is a 14' x 48' back-to-back single column billboard 75' in height, with an orientation for visibility from the freeway within a lease area (approximately 1,000 square feet in size) on a 2-acre self storage facility. The applicant is relocating an existing billboard from another location to this location.

LOCATION

10100 S. La Cienega Blvd., Inglewood

ACCESS

W. 101st Street

ASSESSORS PARCEL NUMBER

4038-003-034

SITE AREA

1,000-square foot lease area within a 2-acre site

GENERAL PLAN / LOCAL PLAN

Countywide General Plan

ZONED DISTRICT

Lennox

LAND USE DESIGNATION

Industrial

ZONE

M-1-DP (Light Industrial-Development Program)

PROPOSED UNITS

N/A

MAX DENSITY/UNITS

N/A

COMMUNITY STANDARDS DISTRICT

N/A

ENVIRONMENTAL DETERMINATION (CEQA)

Negative Declaration

KEY ISSUES

- Consistency with the Los Angeles County Plan
- Satisfaction of the following Section(s) of Title 22 of the Los Angeles County Code:
 - 22.56.040 (Conditional Use Permit Burden of Proof Requirements)
 - 22.32.040 (M-1 Zone Development Standards)
 - 22.40.030 (DP Development Program Zone Standards)
 - 22.52.840 (Outdoor Advertising Signs)

CASE PLANNER:

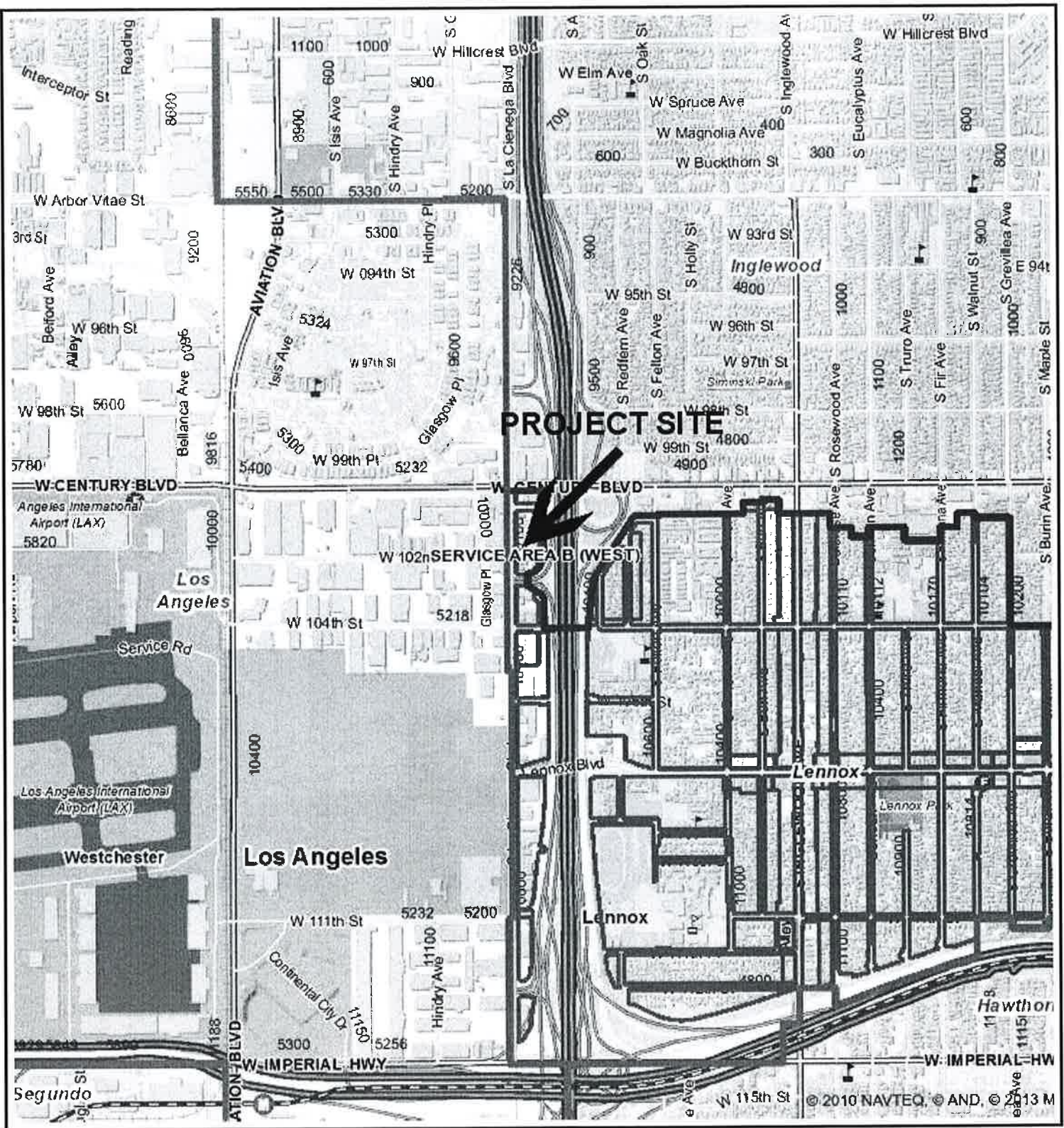
Andrew Svitek

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Property Location Map 10100 S. La Cienega Blvd., Inglewood Printed: Jun 04, 2013



0 2,000
Feet

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ENTITLEMENTS REQUESTED

- Conditional Use Permit (CUP) for a billboard (outdoor advertising sign) in the M-1-DP (Light Manufacturing-Development Program) Zone pursuant to County Code Section 22.32.040.

PROJECT DESCRIPTION

The project is a 14-foot by 48-foot back-to-back single column billboard 75-feet in height, with an orientation for visibility from the elevated grade of the I-405 freeway. The billboard is located on a 2-acre site within a lease area of approximately 1,000 square feet. The site is developed with a four-story, 200,000-square-foot self storage facility. The conditional use permit modifies the proposed billboard's height and bulk for it to be consistent height with existing billboards as viewed from the grade of the I-405 Freeway and for its compliance with building overhang standards. Pursuant to California Business and Professions Code Section 5412, the County has entered into a settlement agreement that provides for the relocation of an existing billboard located on Mona Boulevard between Imperial Highway and 117th Street in the City of Lynwood, which caused interference with the helipad airspace at the Lynwood Regional Justice Center, to another, suitable location subject to the CUP process. The applicant filed this conditional use permit application seeking the approval of the proposed new location for the relocated billboard. A second billboard was also a part of the settlement agreement, and a new location for that billboard is being requested through a separate application (CUP No. 201200122). As the billboard is freeway-oriented (Interstate 405), the applicant will also be required to obtain an Outdoor Advertising Permit from Caltrans.

SITE PLAN DESCRIPTION

The project is a 14-foot by 48-foot (672 square feet per sign face) back-to-back single column billboard 75-feet in height, with an orientation for visibility from the elevated surface of the I-405 Freeway. The billboard will be on located on a 2-acre site developed with a 200,000-square foot 4-story self-storage facility, within a lease area measuring approximately 1,000-square feet in size. The northwest corner of the subject property contains an office building near the primary entrance for the self-storage facility. The subject property contains the required parking spaces and landscaped areas along the La Cienega, 101st Street, and Irwin Ave frontages.

EXISTING ZONING

The subject property is zoned M-1-DP (Light Industrial-Development Program).

Surrounding properties are zoned as follows:

North: C-2 (Limited Commercial)

South: M-1-DP (Light Manufacturing-Development Program)

East: None (I-405 Freeway right of way)

West: City of Los Angeles

EXISTING LAND USES

The subject property is in the densely developed LAX Airport commercial area in the vicinity of the Century Boulevard/La Cienega corridors, which serve as primary access

to LAX. The site is developed with a 200,000-square-foot, 4-story self-storage facility and two wireless telecommunications facilities.

Surrounding properties are developed as follows:

North: The south side of Century Boulevard has a Chevron Gas station and car title loan office. The north side of Century Boulevard is a 13-story office building (9920 La Cienega), a 12-story office building (9800 La Cienega), and two 8-story parking structures. An Arco gas station and a billboard (Century Boulevard-oriented) are located at the northwest corner of La Cienega/Century Boulevard.

South: Car rental lot, 45-foot high billboard (La Cienega-oriented), I-405 Freeway southbound on-ramp/off-ramp, 7-story Wingate Hotel.

East: I-405 Freeway elevated above ground approximately 45 feet.

West: Both sides of La Cienega Boulevard have 65-foot-high transmission lines. Directly to the west is a 7-story parking structure and a 45-foot-high La Cienega oriented billboard. Century Boulevard is the main entry to LAX and is developed with numerous hotels (12-story Holiday Inn, 10-story La Quinta Inn), and high-rise office buildings (7-story Airport Center at 5250 W. Century Blvd, 10-story 140-foot high Expeditors Building at 5200 W. Century Blvd.) There is a large industrial warehouse district to the west between La Cienega and LAX.

PREVIOUS CASES/ZONING HISTORY

The subject property has the following zoning case history:

- CUP No. 86-456 / Parking Permit No. 86-456 (approved 5/21/87) authorized a public storage facility with less than required parking spaces, with a caretaker unit.
- CUP No 93-108 (approved 10/7/93) authorized the construction and maintenance of a new rooftop wireless telecommunications facility.
- CUP No 95-117 (approved 2/6/96) authorized the construction and maintenance of a new rooftop wireless telecommunications facility.
- CUP No. 03-335 (approved 2/18/04) was a renewal of CUP No. 93-108 and authorized the continued operation of a wireless telecommunication facility.
- CUP No. 2006-00464 (approved 9/2/08) was a renewal of 95-117 and authorized the continued operation and maintenance of a wireless telecommunications facility.
- Revised Exhibit "A" No. 201100097 (approved 4/26/11) authorized a swap out of existing antennas authorized by CUP No. 03-335.
- Revised Exhibit "A" No. 201200290 (approved 2/20/13) approved the addition of an antenna on an existing wireless telecommunications facility approved by CUP No. 2006-00464.

ENVIRONMENTAL DETERMINATION

The Los Angeles County ("County") Department of Regional Planning recommends that a Negative Declaration is the appropriate environmental documentation under the California Environmental Quality Act (CEQA) and the County environmental guidelines. The Initial Study concluded that there is no evidence that the project may have a significant impact on the environment. The environmental setting of the project is a developed urban area with a mixture of high-rise commercial and industrial uses, including other billboards and utility towers. The construction phase will involve minimal grading to set the foundation of the billboard. The operational phase of the project will involve minimal impacts as the facility is unmanned. The project was determined to result in less than significant impact on the following impact areas: aesthetics, air quality, geology and soils, greenhouse emissions, hazards and hazardous materials, hydrology and water quality, noise, public services, transportation/traffic, utilities and service systems, and mandatory findings of significance. The project was determined to result in no impact on the following impact areas: agriculture/forest, biological resources, cultural resources, energy, land use and planning, mineral resources, population and housing, and recreation. The Initial Study was submitted to the State Clearinghouse House and a letter was received indication that no state agencies will be submitting comments on the proposed project.

STAFF EVALUATION

General Plan/Community Plan Consistency

The project site is located within the Major Industrial land use category of the Countywide General Plan. This designation is described as follows:

These areas are generally appropriate for major industrial uses including manufacturing of all types, mineral extraction sites, refineries, warehousing and storage, and product research and development. The intent of this category is to assure that sufficient land is allocated for a wide range of industry and industry-related activities serving both the domestic and export markets and providing jobs for a large portion of the resident labor force. (Land Use Element, Page III-23)

The proposed outdoor advertising display is a use that is permitted by the zoning code with a CUP within industrially-zoned areas. Subject to a CUP, this use is compatible with the types of uses that are permitted in industrial zones. Therefore, the proposed outdoor advertising display is consistent with the permitted uses of the underlying land use category.

The following policies of the General Plan are applicable to the proposed project:

- Land Use Policy No. 4. *Protect prime industrial lands from encroachment of incompatible uses.*

The proposed advertising display will not interfere with the existing warehouse and will provide income to help maintain the industrial activity on the site. The surrounding uses include warehouses, high rise office buildings and parking

structures, other billboards and utility towers, an elevated interstate freeway right of way.

- Land Use Policy No. 5. *Where appropriate, promote more intensive use of industrial sites, especially in areas requiring revitalization.*

The proposed advertising display will allow more intensive use of the 2-acre parcel that is currently developed with a warehouse and two wireless telecommunications facilities.

Zoning Ordinance and Development Standards Compliance

Billboards are subject to the following use-specific development standards (Section 22.52.840):

- Sign Area (Sections 22.52.840.A and 22.52.840.C) - The proposed sign is 672 square feet and complies with the maximum allowable sign face area of 800 square feet. This maximum sign face area applies to all signs that meet the requirements for minimum distances from other billboards. For the maximum sign face area to apply, the billboard was required to meet the requirement that it be no less than 200 feet from another billboard of similar size. All billboards in the project vicinity are more than 200 feet from the proposed location.
- Height (Section 22.52.840.B) – The proposed height of the sign is 75 feet which exceeds the permitted height of 42 feet, as measured from the base of the sign. However, because the sign is freeway-oriented and the I-405 Freeway is elevated, and in order for the sign to be visible at the freeway grade level, this standard is being modified as allowed by County Code Section 22.56.200 (building bulk provisions) to allow the billboard face to be visible to motorists. The height of the proposed bill is consistent with other billboards in the vicinity.
- Visibility from Freeway (Section 22.52.840.D) – The proposed sign is freeway-oriented sign, which is designed to be viewed primarily by persons traveling on the freeway, and is located within 660 feet of the edge of right-of-way of the I-405 Freeway. Consistent with California Business and Professions Code Section 5412, the County has entered into a settlement agreement to propose to locate a billboard on the subject property, provided that a billboard is removed at another location. The billboard being replaced was also a freeway-oriented sign as it was located within 660 feet of the I-105 Freeway. Therefore, there will not be a net increase in the number of freeway oriented billboards in the County. The applicant will be required to obtain an Outdoor Advertising Permit from Caltrans as this is a freeway oriented billboard.

- **Building Overhang (Section 22.52.840.E)** – The proposed sign will be constructed such that more than 15 percent (approximately 7 feet) of the length of the structure of a freestanding sign extends over a roof (of the warehouse building). The overhang provision can be modified through the CUP process pursuant to Section 22.56.200 (building bulk provisions).
- **Public Rights-of-way (Section 22.52.840.F)** – The proposed sign is located entirely on private property and will not encroach over any public rights-of-way.
- **Residential Zones (Section 22.52.840.G)** – The proposed sign is not within 200 feet of a residential zone located on the same side of the street.
- **Tobacco Advertising (Section 22.52.840.H)** – The restriction on tobacco advertising does not apply to freeway-oriented signs, such as the proposed sign. However, the applicant has agreed to voluntarily prohibit tobacco advertising on the proposed sign.
- **Alcoholic Beverage Advertising (Section 22.52.840.I)** – The restriction on alcoholic beverage advertising does not apply to freeway-oriented signs, such as the proposed sign. However, the applicant has agreed to voluntarily prohibit alcoholic beverage advertising on the proposed sign.
- **Advertising Adult Telephone Messages (Section 22.52.840.J)** – The restriction on advertising adult telephone messages does not apply to freeway-oriented signs, such as the proposed sign. However, the applicant has agreed to voluntarily prohibit the advertising of adult businesses on the proposed sign.

The project is in compliance with the provisions of Section 22.32.080 of the County Code regarding new development in the M-1 Zone. The lease area will not have any outside storage areas and all maintenance equipment and materials will be brought on maintenance vehicles. The proposed sign complies with the standards for billboards under Part 11 of Chapter 22.52, as discussed above. As parking requirements for billboards are not specifically listed in Part 11 of Chapter 22.52, a determination shall be made to ensure that the use be served with adequate parking to prevent traffic congestion and excessive on-street parking. The billboard is unmanned and requires periodic maintenance visits only, the frequency of which is estimated at twice a month for approximately half an hour per visit. The appropriate parking for the periodic maintenance visits would be one space. As the self-storage facility has adequate vehicle parking spaces, one of the spaces provided by the self-storage facility could be utilized for the parking of a maintenance vehicle.

The property is also within the Development Program ("—DP") overlay zone ("special purpose and combining zone"). Pursuant to Section 22.40.040 of the County Code, DP Zone may be used for any use permitted in the basic zone provided a CUP is obtained.

Site Visit

Staff conducted a site inspection on May 23, 2013. The site appeared to be well maintained.

Burden of Proof

The applicant is required to substantiate all facts identified by Section 22.56.090 of the County Code. The Burden of Proof with applicant's responses is attached. Staff is of the opinion that the applicant has met the burden of proof.

Neighborhood Impact/Land Use Compatibility

Based on the submitted project renderings, the location and design of the billboard will integrate with the visual character of the surroundings from the perspective of height, bulk, pattern, scale and character. The billboard is not visible from any residential development. The prevailing building heights in the area are higher than the proposed outdoor advertising display, as the immediate area includes a 4-story self storage building, a 10-story office building (with other high rise office buildings north along La Cienega Blvd), a 7-story parking garage, and the elevated I-405 Freeway to the east. There are overhead utility poles along both the eastern and western side of La Cienega Boulevard. There are no residential areas within close proximity to the project site. The area to west is a low rise industrial warehouse district, and the areas to the north and south are part of La Cienega Boulevard commercial corridor with a mixture of newer multi-level office buildings and parking structures and older single-story warehouses and commercial buildings. The area to the east is the I-405 Freeway corridor, which separates the commercial corridor from the residential area of Lennox and the City of Inglewood further to the east. A number of other billboards exist in the surrounding area. The proposed outside advertising display is consistent with the area, which includes at least eight (8) other billboards in the immediate project vicinity.

COUNTY DEPARTMENT COMMENTS AND RECOMMENDATIONS

Project materials were provided to the Fire Department, Department of Public Works, and Department of Public Health, and each Department cleared the project for public hearing without providing any specific recommendations regarding the proposed project.

OTHER AGENCY COMMENTS AND RECOMMENDATIONS

The Initial Study was circulated to the State Clearinghouse, and response was received dated May 10, 2013, stating no state agencies will be submitting comments.

LEGAL NOTIFICATION AND PUBLIC OUTREACH

Pursuant to the provisions of Sections 22.60.174 and 22.60.175 of the County Code, the community was appropriately notified of the public hearing by mail, newspaper, property posting, library posting and DRP website posting.

PUBLIC COMMENTS

Staff has not received any comments at this time.

FEES/DEPOSITS

If approved, fees identified in the attached project conditions will apply unless modified by the Regional Planning Commission.

STAFF RECOMMENDATION

The following recommendation is made prior to the public hearing and is subject to change based upon testimony and/or documentary evidence presented at the public hearing:

Staff recommends APPROVAL of Project Number R2012-02173-(2), Conditional Use Permit Number 201200122, subject to the attached conditions.

SUGGESTED APPROVAL MOTION:

I MOVE THAT THE REGIONAL PLANNING COMMISSION CLOSE THE PUBLIC HEARING AND ADOPT THE NEGATIVE DECLARATION.

I MOVE THAT THE REGIONAL PLANNING COMMISSION APPROVE CONDITIONAL USE PERMIT NUMBER 201200122, SUBJECT TO THE ATTACHED FINDINGS AND CONDITIONS.

Prepared by Andrew Svitek, Regional Planning Assistant II, Zoning Permits West Section

Reviewed by Mi Kim, Supervising Regional Planner, Zoning Permits West Section

Attachments:

Draft Findings

Draft Conditions of Approval

Applicant's Burden of Proof Statement

Environmental Document

Site Photographs, Photo Simulations, Aerial Image

Site Plan, Land Use Map

MKK:AS

5/30/13

**DRAFT FINDINGS AND ORDER OF THE REGIONAL PLANNING COMMISSION
COUNTY OF LOS ANGELES
PROJECT NO. 2012-02173-(2)
CONDITIONAL USE PERMIT NO. 201200122**

1. **ENTITLEMENT REQUESTED.** The applicant, Bulletin Displays LLC, is requesting a Conditional Use Permit (CUP) to authorize a billboard pursuant to County Code Section 22.32.070 in the M-1-DP (Light Industrial, Development Program) Zone.
2. **HEARING DATE.** June 12, 2013
3. **PROCEEDINGS BEFORE THE REGIONAL PLANNING COMMISSION.**
4. **PROJECT DESCRIPTION.** The project is a 14-foot by 48-foot back-to-back single column billboard 75 feet in height, with an orientation for visibility from the freeway within a lease area (approximately 1,000 square feet in size) on a 2-acre self storage facility. The applicant is relocating an existing billboard from another location to this location.
5. **LOCATION.** 10100 S. La Cienega Boulevard, Inglewood in the Lennox Zoned District
6. **SITE PLAN DESCRIPTION.** The site plan depicts a 14-foot by 48-foot back-to-back 75-foot high billboard, with an orientation for visibility from the freeway. The lease area is the space below the sign, and the access to it and any area needed to install and maintain the sign is limited to approximately 1,000-square feet, and is accessible from a private driveway. The subject property is approximately 2 acres in size and is currently developed with a 4-story self-storage warehouse facility. The ground mount for the billboard is a single column located in the middle of the lease area.
7. **EXISTING ZONING.** M-1-DP (Light Industrial-Development Program)
8. **EXISTING LAND USES.** The project site is currently developed with a self-storage warehouse facility and two rooftop mounted wireless telecommunications facilities.
9. **PREVIOUS CASES/ZONING HISTORY.** The subject property has the following zoning case history:
 - CUP No. 86-456 / Parking Permit No. 86-456 (approved 5/21/87) authorized a public storage facility with less than required parking spaces, with a caretaker unit.
 - CUP No 93-108 (approved 10/7/93) authorized the construction and maintenance of a new wireless telecommunications facility.
 - CUP No 95-117 (approved 2/6/96) authorized the construction and maintenance of a new wireless telecommunications facility.
 - CUP No. 03-335 (approved 2/18/04) was a renewal of CUP No. 93-108 and authorized the continued operation of a wireless telecommunication facility.

- CUP No. 2006-00464 (approved 9/2/08) was a renewal of 95-117 and authorized the continued operation and maintenance of a wireless telecommunications facility.
- Revised Exhibit "A" No. 201100097 (approved 4/26/11) authorized a swap out of existing antennas authorized by CUP No. 03-335.
- Revised Exhibit "A" No. 201200290 (approved 2/20/13) approved the addition of an antenna on an existing wireless telecommunications facility approved by CUP No. 2006-00464.

10. **GENERAL PLAN / COMMUNITY PLAN CONSISTENCY.** The proposed outdoor advertising display is consistent with the Major Industrial land use category of the countywide General Plan. This designation is described as follows: "These areas are generally appropriate for major industrial uses including manufacturing of all types, mineral extraction sites, refineries, warehousing and storage, and product research and development. The intent of this category is to assure that sufficient land is allocated for a wide range of industry and industry-related activities serving both the domestic and export markets and providing jobs for a large portion of the resident labor force. (Land Use Element, Page III-23)" The proposed outdoor advertising display is a use that is permitted by the zoning code within industrially-zoned areas, provided a CUP is first obtained. Subject to a CUP, this use is compatible with the types of uses that are permitted in industrial zones. Therefore, the proposed outdoor advertising display is consistent with the permitted uses of the underlying land use category. The subject property is located within the community of Del Aire, which does not have an adopted Community Plan.

11. **ZONING ORDINANCE AND DEVELOPMENT STANDARDS COMPLIANCE.**

The proposed sign meets the use-specific requirements that are imposed through a CUP for a billboard, pursuant to Section 22.52.840:

- The sign face area measuring 672 square feet complies meets the requirement of maximum sign area of 800 square feet.
- The height of the sign at 75 feet meets the height requirements as it has been determined that the height will need to exceed the limit of 42 feet, as measured from the base of the sign, in order for it to be visible at the grade level of the elevated I-405 Freeway, as the sign is freeway-oriented. Height and bulk standards are being modified through the CUP to make the bulletin board consistent with other freeway oriented bulletin boards in the area according to Section 22.56.200.
- The sign is located within 660 feet of the I-405 and it is freeway-oriented. However, pursuant to California Business and Professions Code Section 5412, the County has entered into a relocation agreement to authorize a billboard at a new location, provided that a billboard is removed at another location. The previous location was also located within 660 feet of an interstate highway, Therefore there is no net increase in the number of freeway oriented billboards. The applicant is required to obtain an Outdoor Advertising Permit from Caltrans.

- The sign exceeds the maximum 15 percent building overhang provision by approximately 7 feet, but due to the constraints of the site, this standard related to bulk is modified through the conditional use permit process through Section 22.56.200.
- The sign is located entirely on private property and does not encroach over any public rights-of-way.
- The proposed sign is not within 200 feet of a residential zone located on the same side of the street.
- The applicant has voluntarily agreed to prohibit tobacco, alcoholic beverage, and adult telephone message advertising on the billboard, and such prohibition is made a condition of approval of the CUP.

The proposed sign meets the zone-specific requirements for all development in the M-1 Zone, pursuant to Section 22.32.080:

- Outside storage or display (Section 22.32.080.A) - The proposed billboard will be within a lease area that will not be used for storage or display of raw materials, equipment, or finished products.
- Vehicle parking (Section 22.32.080.B) - As parking requirements for billboards are not specifically listed in Part 11 of Chapter 22.52, a determination of the necessary parking is made to ensure that the use be served with adequate parking to prevent traffic congestion and excessive on-street parking. The billboard is unmanned and requires periodic maintenance visits only, the frequency of which is estimated at twice a month for approximately thirty minutes per visit. The appropriate parking for the periodic maintenance visits would be one space, which does not need to be solely dedicated to the billboard use. As the self-storage facility has adequate vehicle parking spaces, one of the spaces provided by the self-storage facility could be utilized for the parking of a maintenance vehicle.
- Signage (Section 22.32.080.C) - As the proposed development is an billboard, it is required to obtain a CUP and comply with the provisions of said CUP.

The proposed sign meets the requirements for development in the Development Program ("--DP") Overlay Zone, pursuant to Section 22.40.040 of the County Code, as the zone may be used for any use permitted in the basic zone provided a CUP is obtained.

12. **NEIGHBORHOOD IMPACT/LAND USE COMPATIBILITY.** The project is located in an urban area, with a warehouse district to the west, commercial uses to the north (including a gas station and car title loan office) north, I-405 freeway to the east, and other industrial uses to the south.

13. **COUNTY DEPARTMENT COMMENTS AND RECOMMENDATIONS.** Project materials were provided to the Fire Department, Department of Public Works, and Department of Public Health, and each Department cleared the project for public hearing without providing any specific recommendations regarding the proposed project.
14. **OTHER AGENCY COMMENTS AND RECOMMENDATIONS.** No other agencies had any comments or recommendations. The permittee will be required to obtain all necessary approvals from California Department of Transportation.
15. **LEGAL NOTIFICATION AND PUBLIC OUTREACH.** Pursuant to the provisions of Sections 22.60.174 and 22.60.175 of the County Code, the community was appropriately notified of the public hearing by mail, newspaper and property posting.
16. **PUBLIC COMMENTS.** No public comments were received.

CONDITIONAL USE PERMIT SPECIFIC FINDINGS

17. The Countywide General Plan designates this area as Major Industrial, which allows for industrial and other intensive uses, including outdoor advertising displays.

Therefore, the proposed use is consistent with the adopted general plan for the area.

18. The outdoor advertising display is to be located on private property away from public rights-of-way in an industrial area surrounded by other tall structures. The outdoor advertising display is located along the I-405 Freeway and is buffered from other surrounding uses by multistory office buildings. The project is being designed in a way that will be consistent with the other existing billboards in the area. Also, you might note in this finding that the billboard is not too close to the other billboards, but also is within an area that is already developed with billboards so that it doesn't change the character of the area.

Therefore, the requested use at the location proposed will not adversely affect the health, peace, comfort or welfare of persons residing or working in the surrounding area, will not be materially detrimental to the use, enjoyment or valuation of property of other persons located in the vicinity of the site, and will not jeopardize, endanger or otherwise constitute a menace to the public health, safety or general welfare.

19. The outdoor advertising display is to be located within a less than 1,000-square foot lease area on 2-acre parcel that is developed with a 4-story self-storage warehouse, and includes two wireless telecommunications facilities. The project is not displacing any required parking spaces and will not interfere with on-site vehicle circulation of the self-storage warehouse. The bulletin board is meeting all

development standards that apply, and it is appropriately modifying them to be consistent with the other uses in the area, including freeway-oriented billboards.

Therefore, the proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other development features prescribed in this Title 22, of as is otherwise required in order to integrate said use with the uses in the surrounding area.

20. The site has access from 101st Street (the major cross street is La Cienega). The only vehicle traffic will be for intermittent maintenance and replacement of signage.

Therefore, the proposed site is adequately served by highways or streets of sufficient width and improved as necessary to carry the kind and quantity of traffic such use would generate, and by other public or private service facilities as are required.

ENVIRONMENTAL DETERMINATION

21. An initial study was prepared to analyze the environmental setting and project impacts of the proposed project pursuant to the California Environmental Quality Act. The initial study evaluated impacts on visual resources through photo simulations of the proposed project from various public vantage points. All impacts of the proposed project were found to be less than significant.

Therefore, based on the whole record before the Regional Planning Commission there is no substantial evidence that the project will have a significant effect on the environment.

22. **RECORD OF PROCEEDINGS.** The location of the documents and other materials constituting the record of proceedings upon which the Regional Planning Commission's decision is based in this matter is at the Los Angeles County Department of Regional Planning, 13th Floor, Hall of Records, 320 West Temple Street, Los Angeles, CA 90012. The custodian of such documents and materials shall be the Section Head of the Zoning Permits West Section, Los Angeles County Department of Regional Planning.

BASED ON THE FOREGOING, THE REGIONAL PLANNING COMMISSION CONCLUDES:

- A. That the proposed use is consistent with the adopted general plan for the area; and
- B. That the requested use at the location proposed will not: (a) Adversely affect the health, peace, comfort or welfare of persons residing or working in the surrounding area, or (b) Be materially detrimental to the use, enjoyment or valuation of property of other persons located in the vicinity of the site, or (c) Jeopardize, endanger or otherwise constitute a menace to the public health, safety or general welfare; and

- C. That the proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other development features prescribed in this title, or as is otherwise required in order to integrate said use with the uses in the surrounding area; and
- D. That the proposed site is adequately served: (a) By highways or streets of sufficient width and improved as necessary to carry the kind and quantity of traffic such use would generate, and (b) by other public or private service facilities as are required.

THEREFORE, the information submitted by the applicant and presented at the public hearing/meeting substantiates the required findings for a Conditional Use Permit as set forth in Section 22.56.090 of the Los Angeles County Code (Zoning Ordinance).

REGIONAL PLANNING COMMISSION ACTION:

- 1. The Regional Planning Commission, having considered the Negative Declaration together with any comments received during the public review process, finds on the basis of the whole record before the Regional Planning Commission that there is no substantial evidence that the project will have a significant effect on the environment, finds that the Negative Declaration reflects the independent judgment and analysis of the Regional Planning Commission, and adopts the Negative Declaration.
- 2. In view of the findings of fact and conclusions presented above, Conditional Use Permit No. 201200122 is approved subject to the attached conditions.

MKK:AS
6/6/13

- c: Each Commissioner, Zoning Enforcement, Building and Safety

**DRAFT CONDITIONS OF APPROVAL
COUNTY OF LOS ANGELES
PROJECT NO. 2012-02173-(2)
CONDITIONAL USE PERMIT NO. 201200122**

PROJECT DESCRIPTION

The project is a billboard (outdoor advertising display) in the M-1-DP Zone subject to the following conditions of approval:

GENERAL CONDITIONS

1. Unless otherwise apparent from the context, the term "permittee" shall include the applicant, owner of the property, and any other person, corporation, or other entity making use of this grant.
2. This grant shall not be effective for any purpose until the permittee, and the owner of the subject property if other than the permittee, have filed at the office of the Los Angeles County ("County") Department of Regional Planning ("Regional Planning") their affidavit stating that they are aware of and agree to accept all of the conditions of this grant, and that the conditions of the grant have been recorded as required by Condition No. 7, and until all required monies have been paid pursuant to Condition No. 10 and 11. Notwithstanding the foregoing, this Condition No. 2 and Condition Nos. 4, 5, 9, and 11 shall be effective immediately upon the date of final approval of this grant by the County.
3. Unless otherwise apparent from the context, the term "date of final approval" shall mean the date the County's action becomes effective pursuant to Section 22.60.260 of the County Code.
4. The permittee shall defend, indemnify, and hold harmless the County, its agents, officers, and employees from any claim, action, or proceeding against the County or its agents, officers, or employees to attack, set aside, void, or annul this permit approval, which action is brought within the applicable time period of Government Code Section 65009 or any other applicable limitations period. The County shall promptly notify the permittee of any claim, action, or proceeding and the County shall fully cooperate in the defense. If the County fails to promptly notify the permittee of any claim action or proceeding, or if the County fails to cooperate fully in the defense, the permittee shall not thereafter be responsible to defend, indemnify, or hold harmless the County.
5. In the event that any claim, action, or proceeding as described above is filed against the County, the permittee shall within ten days of the filing make an initial deposit with Regional Planning in the amount of \$5,000.00, from which actual costs and expenses shall be billed and deducted for the purpose of defraying the costs or expenses involved in Regional Planning's cooperation in the defense, including but not limited to, depositions, testimony, and other assistance provided to permittee or permittee's counsel.

If during the litigation process, actual costs or expenses incurred reach 80 percent of the amount on deposit, the permittee shall deposit additional funds sufficient to bring the balance up to the amount of \$5,000.00. There is no limit to the number of supplemental deposits that may be required prior to completion of the litigation.

At the sole discretion of the permittee, the amount of an initial or any supplemental deposit may exceed the minimum amounts defined herein. Additionally, the cost for collection and duplication of records and other related documents shall be paid by the permittee according to County Code Section 2.170.010.

6. If any material provision of this grant is held or declared to be invalid by a court of competent jurisdiction, the permit shall be void and the privileges granted hereunder shall lapse.
7. Prior to the use of this grant, the permittee, or the owner of the subject property if other than the permittee, shall **record the terms and conditions** of the grant in the office of the County Registrar-Recorder/County Clerk ("Recorder"). In addition, upon any transfer or lease of the property during the term of this grant, the permittee, or the owner of the subject property if other than the permittee, shall promptly provide a copy of the grant and its conditions to the transferee or lessee of the subject property.
8. This grant shall expire unless used within two (2) years from the date of final approval of the grant. A single one-year time extension may be requested in writing and with the payment of the applicable fee prior to such expiration date.
9. The subject property shall be maintained and operated in full compliance with the conditions of this grant and any law, statute, ordinance, or other regulation applicable to any development or activity on the subject property. Failure of the permittee to cease any development or activity not in full compliance shall be a violation of these conditions. Inspections shall be made to ensure compliance with the conditions of this grant as well as to ensure that any development undertaken on the subject property is in accordance with the approved site plan on file. The permittee shall deposit with the County the sum of **\$400.00**. The deposit shall be placed in a performance fund, which shall be used exclusively to compensate Regional Planning for all expenses incurred while inspecting the premises to determine the permittee's compliance with the conditions of approval. The fund provides for **two (2) inspections during the term of the grant**. Inspections shall be unannounced.

If additional inspections are required to ensure compliance with the conditions of this grant, or if any inspection discloses that the subject property is being used in violation of any one of the conditions of this grant, the permittee shall be financially responsible and shall reimburse Regional Planning for all additional enforcement efforts necessary to bring the subject property into compliance. The amount charged for additional inspections shall be \$200 per inspection, or the current recovery cost at the time any additional inspections are required, whichever is greater.

10. Within three (3) days of the date of final approval of this grant, the permittee shall remit processing fees payable to the County of Los Angeles in connection with the filing and posting of a Notice of Determination (NOD) for this project and its entitlements in compliance with Section 21152 of the Public Resources Code. Unless a Certificate of Exemption is issued by the California Department of Fish and Wildlife pursuant to Section 711.4 of the California Fish and Game Code, the permittee shall pay the fees in effect at the time of the filing of the NOD, as provided for in Section 711.4 of the Fish and Game Code, currently **\$2,231.25** (\$2,156.25 for a Negative Declaration plus \$75.00 processing fee). No land use project subject to this requirement is final, vested, or operative until the fee is paid.
11. Notice is hereby given that any person violating a provision of this grant is guilty of a misdemeanor. Notice is further given that the Regional Planning Commission ("Commission") or a Hearing Officer may, after conducting a public hearing, revoke or modify this grant, if the Commission or Hearing Officer finds that these conditions have been violated or that this grant has been exercised so as to be detrimental to the public's health or safety or so as to be a nuisance, or as otherwise authorized pursuant to Chapter 22.56, Part 13 of the County Code.
12. All development pursuant to this grant must be kept in full compliance with the County Fire Code to the satisfaction of said department.
13. All development pursuant to this grant shall conform with the requirements of the County Department of Public Works to the satisfaction of said department.
14. All development pursuant to this grant shall comply with the requirements of Title 22 of the County Code ("Zoning Ordinance") and of the specific zoning of the subject property, unless specifically modified by this grant, as set forth in these conditions, including the approved Exhibit "A," or a revised Exhibit "A" approved by the Director of Regional Planning ("Director").
15. The permittee shall maintain the subject property in a neat and orderly fashion. The permittee shall maintain free of litter all areas of the premises over which the permittee has control.
16. All structures, walls and fences open to public view shall remain free of graffiti or other extraneous markings, drawings, or signage that was not approved by Regional Planning. These shall include any of the above that do not directly relate to the business being operated on the premises or that do not provide pertinent information about said premises. The only exceptions shall be seasonal decorations or signage provided under the auspices of a civic or non-profit organization.

In the event of graffiti or other extraneous markings occurring, the permittee shall remove or cover said markings, drawings, or signage within 24 hours of notification of such occurrence, weather permitting. Paint utilized in covering such markings

shall be of a color that matches, as closely as possible, the color of the adjacent surfaces.

17. The subject property shall be developed and maintained in substantial compliance with the approved plans on file with Regional Planning, marked Exhibit "A." If changes to the site plan are required as a result of instruction given at the public hearing, **three (3) copies** of a modified Exhibit "A" shall be submitted to Regional Planning within sixty (60) days of the date of final approval.
18. In the event that subsequent revisions to the approved Exhibit "A" are submitted, the permittee shall submit **three (3) copies** of the proposed plans to the Director for review and approval. All revised plans must be accompanied by the written authorization of the property owner(s) and applicable fee for such revision.

**PERMIT SPECIFIC CONDITIONS – OUTDOOR ADVERTISING SIGNS
(BILLBOARDS)**

19. This permit does not authorize any digital displays, as that term is generally understood in the industry, including, but not limited to, any roadside displays that rotate advertising messages every 8-10 seconds, or a comparable time frame, displays that use LED lights, and displays that utilize flashing motion or animation.
20. The permittee is required to obtain and maintain a valid Outdoor Advertising Permit from Caltrans.
21. The maximum sign face area shall be 672 square feet for each face of the back-to-back billboard.
22. The maximum height shall be 65.5 feet measured from existing grade to the top of the sign structure.
23. The structure shall be painted in coco brown color, or a substantially similar color as determined by the Director of Regional Planning and shall be maintained properly, being repainted on a regular schedule.
24. As agreed to by the permittee, no alcoholic beverage, tobacco products, or adult phone message advertisements shall be placed on the billboard.
25. Structure, billboard face, and pylons open to public view shall remain free of graffiti or other extraneous markings, drawings, or signage that was not approved by Regional Planning. These shall include any of the above that do not directly relate to the business being operated on the premises or that do not provide pertinent information about said premises. In the event of graffiti or other extraneous markings occurring, the permittee shall remove or cover said markings, drawings, or signage within 24 hours of notification of such occurrence, weather permitting. Paint utilized in covering such markings shall be of a color that matches, as closely as possible, the color of the adjacent surfaces.

26. All lighting shall be maintained to prevent glare or direct illumination onto adjoining properties and to avoid affecting vehicles traveling along any public right of way.



JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

JONATHAN E. FREEDMAN
Chief Deputy Director

ANGELO J. BELLOMO, REHS
Director of Environmental Health

JACQUELINE TAYLOR, MPA, REHS
Director of Environmental Protection Bureau

PATRICK NEJADIAN, REHS
Chief EHS, Land Use Program

THAO KOMURA, REHS
Environmental Health Specialist IV
Land Use Program
5050 Commerce Drive
Baldwin Park, California 91706
TEL (626) 430-5581 • FAX (626) 813-3016



BOARD OF SUPERVISORS

Gloria Molina
First District

Mark Ridley-Thomas
Second District

Zev Yaroslavsky
Third District

Don Knabe
Fourth District

Michael D. Antonovich
Fifth District

December 10, 2012

TO: Andrew Svitek
Zoning Permits West Section
Department of Regional Planning

FROM: Thao Komura, REHS (1)
Environmental Health Division
Department of Public Health

SUBJECT: PROJECT NO.R2012-02173 / CUP 201200122
10100 S. La Cienega Blvd., Lennox

- ☒ Environmental Health recommends approval of this CUP.
☐ Environmental Health does **NOT** recommend approval of this CUP.

The Department of Public Health – Environmental Health Division has reviewed the information provided regarding a proposed new 14ft x 48ft back-to-back billboard at 75ft in height.

The Department has no comments regarding this project.

For any other questions, please feel free to contact me at (626) 430-5581.



COUNTY OF LOS ANGELES FIRE DEPARTMENT

Fire Prevention Division
Land Development Unit
5823 Rickenbacker Road
Commerce, California 90040-3027
Office (323) 890-4243 Fax (323) 890-9783

DATE: December 7, 2012

SITE PLAN DATE: Not Provided

TO: Department of Regional Planning
Zoning Permits West - Andrew Svitek

PROJECT #: R2012-02173

LOCATION: 10100 La Cienega Blvd., Lennox

- ☒ The Fire Department Land Development Unit has no additional requirements for this permit.
- ☐ The required fire flow for this development is ____ gallons per minute for ____ hours. The water mains in the street fronting this property must be capable of delivering this flow at 20 psi residual pressure. ____ Hydrant(s) flowing simultaneously may be used to achieve the required fire flow.
- ☐ All fire hydrants shall be 6" X 4" X 2 1/2" and conform to AWWA C503-75 or approved equal standard. All installations must meet Fire Department specifications. Fire hydrant systems must be installed in accordance with the Utility Manual of Ordinance 7834 and all installations must be inspected and flow tested prior to final approval.
- Install ____ public fire hydrant(s).
Install ____ private on-site fire hydrant(s).
Provide Fire Flow Test for ____ existing public fire hydrant(s).
- ☐ **Water:** ____
- ☐ **Access:** ____
- ☐ **Conditions for Approval:** ____
- ☒ **Comments:** The project is "cleared" to proceed to public hearing.

Fire Protection facilities; including access must be provided prior to and during construction. Should any questions arise regarding this matter, please feel free to call our office at (323) 890-4243.

Inspector: Wally Collins



Los Angeles County
Department of Regional Planning

Planning for the Challenges Ahead



CONDITIONAL USE PERMIT BURDEN OF PROOF

Pursuant to Zoning Code Section 22.56.040, the applicant shall substantiate the following:

(Do not repeat the statement or provide Yes/No responses. If necessary, attach additional pages.)

A. That the requested use at the location will not:

1. Adversely affect the health, peace, comfort or welfare of persons residing or working in the surrounding area, or
2. Be materially detrimental to the use, enjoyment or valuation of property of other persons located in the vicinity of the site, or
3. Jeopardize, endanger or otherwise constitute a menace to the public health, safety or general welfare.

10100 La Cienega Blvd.(see attached aerial photos): The billboard will not be adverse to the

welfare of persons residing or working in the surrounding area since the area is zoned m2 and commer-

cial and it is between more industrial buildings on the north, west and south and the freeway on the

east. since the residential zone is greater than 200' per section 22.52.849.g and since the properties

nearby are zoned manufacturing and commercial, the property valuations will not be negatively impacted.

project property value increases and advertising creates jobs. no danger to health or general welfare.

B. That the proposed site is adequate in size and shape to accommodate the yards, walls, fences, parking and loading facilities, landscaping and other development features prescribed in this Title 22, or as is otherwise required in order to integrate said use with the uses in the surrounding area.

Since the billboard column will only take up approximately 3 square feet and be placed near the wall of

the building, it will not hinder any parking or loading facilities. the surrounding areas have

billboards to the north, south, west and across the freeway to the east and thus is compatible not only

to the zoning code, but to existing uses in the area. since the property is 2.06 acres, the property

is much larger than needed to accommodate the billboard and has no negative impact on the parking,

fences, or loading facilities since the billboard is unoccupied.

C. That the proposed site is adequately served:

1. By highways or streets of sufficient width, and improved as necessary to carry the kind and quantity of traffic such use would generate, and
2. By other public or private service facilities as are required.

the property has access to 101st street which exits to la cienega boulevard within a

few feet. there is nearby access to the freeway. because this is a manufacturing area

there will be no negative impact on the streets and the widths of the streets are adequate. since

billboard maintenance is infrequent, there might only be 1-2 visits to the billboard per month for

approximately 30 minutes per visit. thus no impact on fire, water or transit facilities. our free

public service advertising helps fire, water, police, and transit inform the public of their services.

BULLETIN DISPLAYS, LLC

"CREATIVE OUTDOOR ADVERTISING"

3127 E. South Street, Ste. B

Long Beach, CA 90805

(310) BULLETIN [285-5384]

(562) 470-6680 * Fax (562) 470-6686

PROJECT NARRATIVE

August 27, 2012

Project: 14'x48' Back-to-Back Billboard @ 75' tall CUP and Height & Overhang Variance

Project Property: 10100 La Cienega Blvd., Lennox, CA 90304

Applicant: Bulletin Displays (address above)

The project property is located along the San Diego (405) Freeway just south of Century Boulevard within heavy manufacturing and commercial zones. The project property is zoned M1. The property is currently used by Public Storage Properties VIII, Inc. as a public storage facility. Public Storage's website for the project property is located at: <http://www.publicstorage.com/ps-map-directions1.aspx?sAdd=10100+S+La+Cienega+Blvd%2C+90304&sPhn=1-800-688-8057&slat=33.94455&slong=-118.36959>.

Bulletin Displays had local and state permits to build a new billboard along the Century (105) Freeway next to the Century Regional Detention Center (CRDC). During construction a dispute arose between the County and the City of Lynwood and Bulletin Displays about who owned the property where the billboard was being constructed. The Sheriffs were also concerned about the proximity of the billboards to their helipad. In order to resolve the dispute amicably, the parties have entered into a settle agreement whereby Bulletin Displays will seek County permits to relocate the billboard that would otherwise have been built next to the CRDC to 10100 S. La Cienega Boulevard and Bulletin Displays would relocate another existing billboard that is located at 12000 Western Avenue to 800 Sprucelake Drive. The billboard located at 12000 Western Avenue is being relocated to make room for a free health clinic that could not be built if the billboard was kept on that property. See attached aerial photos depicting the billboard in the middle of the property on Western Avenue.

The Business & Professions Code, Section 5412 of the The California Outdoor Advertising Act allows for cities and counties to enter into relocation agreements in order to save litigation costs and eminent domain fees. Section 5412 states in relevant part:

"Relocation," as used in this section, includes removal of a display and construction of a new display to substitute for the display removed.

It is a policy of this state to encourage local entities and display owners to enter into relocation agreements which allow local entities to continue development in a planned manner without expenditure of public funds while allowing the continued maintenance of private investment and a medium of public communication. Cities, counties, cities and counties, and all other local entities are specifically empowered to enter into relocation agreements on whatever terms are agreeable to the display owner and the city, county, city and county, or other local entity, and to adopt ordinances or resolutions providing for relocation of displays.

Numerous cities, such as Carson, Lynwood, Compton, Sacramento, Commerce and others have entered into these relocation agreements in order to either solve litigation or expedite needed development projects without

having to expend scarce city revenues through the litigation or eminent domain processes. Section 22.55.840 has incorporated the acceptance of using Bus. & Prof. Code 5412. Bulletin Displays has applied for a "Preliminary Determination" that will confirm that Caltrans will issue relocation permit for 800 Sprucelake Drive and 10100 La Cienega Boulevard if the County issues building permits for these two properties.

Conditional Use Permit:

The Los Angeles County Code Section 22.52.840 allows billboards to be built in M1 zones if the sign is under 800 square feet, is 500 feet from another billboard that is greater than 150 square feet, is not attached to a roof of a building, and is not closer than 200 feet from a residential zone. The project billboard is in compliance with these code sections since the sign is located in an M1 zone, is only 672 square feet, is greater than 500 feet from signs of similar size, is not attached to the roof, and is greater than 200 feet from the closest residential zones.

Section 22.52.840 has other development standards that indicate that a billboard should be greater than 660' from the edge of a freeway and have a maximum height of 42 feet "measured from the ground level at the base of the sign" and should not extend more than 15% over the roof. Since we are relocating two billboards that are already within 660 feet from the edge of a freeway, no net increase in signage along the freeway will occur. We are also seeking a height and overhang variance since this property is 24'-11" below freeway grade and partially blocked by a Caltrans sign while other properties are at or approaching freeway grade and have clear views to the freeway.

The aerial photo attached to the Conditional Use Permit Burden of Proof clearly shows billboards to the north, south, west and east of the project property. Since the project property is properly zoned and there are similar billboards on the neighboring properties, the issuance of a CUP for the project property will not cause a detriment to the neighboring properties or to people working nearby. The property is much larger than needed and since the billboard will be unoccupied, there will be no negative impact on this property or the neighboring properties. Since the maintenance of the billboard is approximately 1-2 days per month for 30 minutes, there will also be no negative impact on the roads or services in order to maintain the billboard usage.

Solving the billboard litigation near the CRDC and solving the necessity to seek eminent domain of the billboard for the free health clinic by relocating the two billboards will be a large savings to the tax payers of the County of Los Angeles and be in conformance with the policy of the State of California per Bus. & Prof. Code Section 5412.

Height Variance:

Crane flagging and property photos are attached to the Variance Burden of Proof statement. The property photos show how the project property is 24'-11" below the freeway grade while other properties are at or above freeway grade. Topography is a basis for a variance since the project property would be denied a right if not granted this variance. The project location was recently "flagged" with a 7' x 4' orange marker that was hung 61' to the bottom. Although adding 24'-11" to 42' yields 66'-11", we flagged 75' to allow 7'-6" above a cell room that is on the roof of the Public Storage. Thus we flagged 61' (i.e., 75' - 14' to assimilate the bottom of a 14' x 48' billboard). The first three flagging photos show how the flag is viewed from the freeway and how the billboard could be lowered 5' if it is permissible to be closer to the roof of the cell room that is on the roof of the building.

The flagging allows us to accurately depict the topographical effects on a scaled billboard. At 75', the billboard looks equal in height to the billboard in the area of the freeway and definitely does not look 75' tall since the project property is 24'-11" below the freeway grade.

In considering aesthetics, codes that based their height from below the sign instead from the road to which the sign is to be viewed, either have signs that are visually not pleasing since the signs porpoise up and down or the communities get a larger than normal request for variances. In cases similar to this requested height variance, all communities chose to grant the height variances to make the signs aesthetically appear to be the same height as viewed from the freeway and to provide all of the property owners with the same rights to their properties.

Overhang Variance:

While Section 22.55.840.E. indicates that a sign can extend up to 15% over the roof of a building, the topography does not allow us to move the sign to the southern part of the project property where an overhang over the building would not occur. The roof overhang variance is based on the topographical effects of having the project property 24'-11" below grade and on the location and surroundings of having a very large Caltrans

directional sign blocking the view to the southern portion of the project property. That is, if we moved the sign to the southern property line, we would not have to overhang the building, but notice how the last three flagging photos clearly show how the Caltrans sign would completely block the billboard. Other property owners do not have topographically depressed property 24'-11" below the freeway grade nor have surrounding obstacles such as a giant Caltrans sign on a large embankment that blocks the view to a large portion of the property. At the only viable sign location on the project property, the sign would overhang only 12' past the allowable 15% and therefore this is consider a minor variance. An average layperson would not be able to notice this excess overhang as they traveled by on the freeway, but this overhang is necessary so the project property is not denied a right to place a billboard that is shared by the other neighboring properties that have installed billboards. Granting this minor variance will not be detrimental to neighboring properties since these other properties have billboards.

Sincerely,

BULLETIN DISPLAYS, LLC

"CREATIVE OUTDOOR ADVERTISING"

A handwritten signature in blue ink, appearing to read 'Mark A. Kudler', written over the company name.

Mark A. Kudler
President

BULLETIN DISPLAYS, LLC

"CREATIVE OUTDOOR ADVERTISING"

3127 E. South Street, Ste. B
Long Beach, CA 90805
(310) BULLETIN [285-5384]
(562) 470-6680 * Fax (562) 470-6686

10100 S. La Cienega Blvd. 4038-003-034
14' x 48' Full Flag "V" Bulletin
75' tall (freeway height at property is 24' 11" higher)

County Code Section 22.52.840 B.

"That the height of such sign shall not exceed 42' feet measured from the ground level at the base of the sign;"
Most codes eliminated this old way to measure since it creates porpoising sign heights and numerous unnecessary variances.

Most modern codes measure from the road grade from which the sign is to be viewed.

This eliminates porpoising sign heights and increases aesthetics and eliminates about half of the height variances.



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10100 S. La Cienega Blvd. 4038-003-034

14' x 48' Full Flag "V" Bulletin – Flagging North Face (61' to bottom of 7'x4' flag)

75' tall (freeway height at property is 24.11' higher)

6 North Face (Middle of Property)



7 North Face (Middle of Property)



8 South Face (Middle of Property)



9 At S/E Property Line – Interference with Caltrans Sign



10 At S/E Property Line – blocked by Caltrans Sign



11 At S/E Property line – Blockage by Caltrans Sign.



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10100 S. La Cienega Blvd. 4038-003-034

14' x 48' Full Flag Back to Back Bulletin – Flagging west end of Billboard (51.5' to bottom of 7'x4' flag) 65.5' tall. Not visible from La Cienega Blvd. due to the great distance and since it is blocked by buildings and billboards.

12



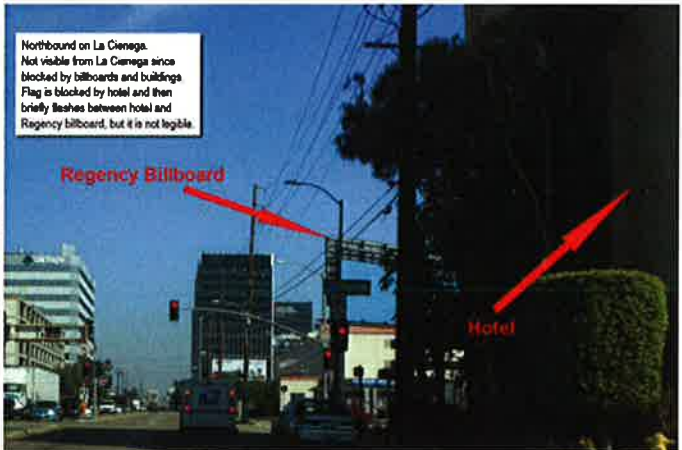
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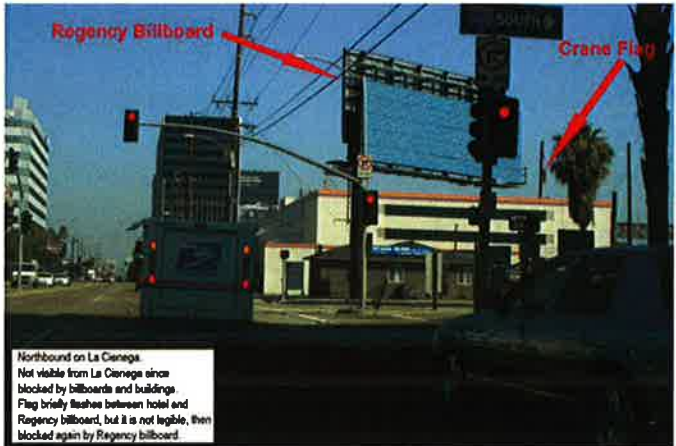
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16



17





BULLETIN DISPLAYS, LLC

"CREATIVE OUTDOOR ADVERTISING"

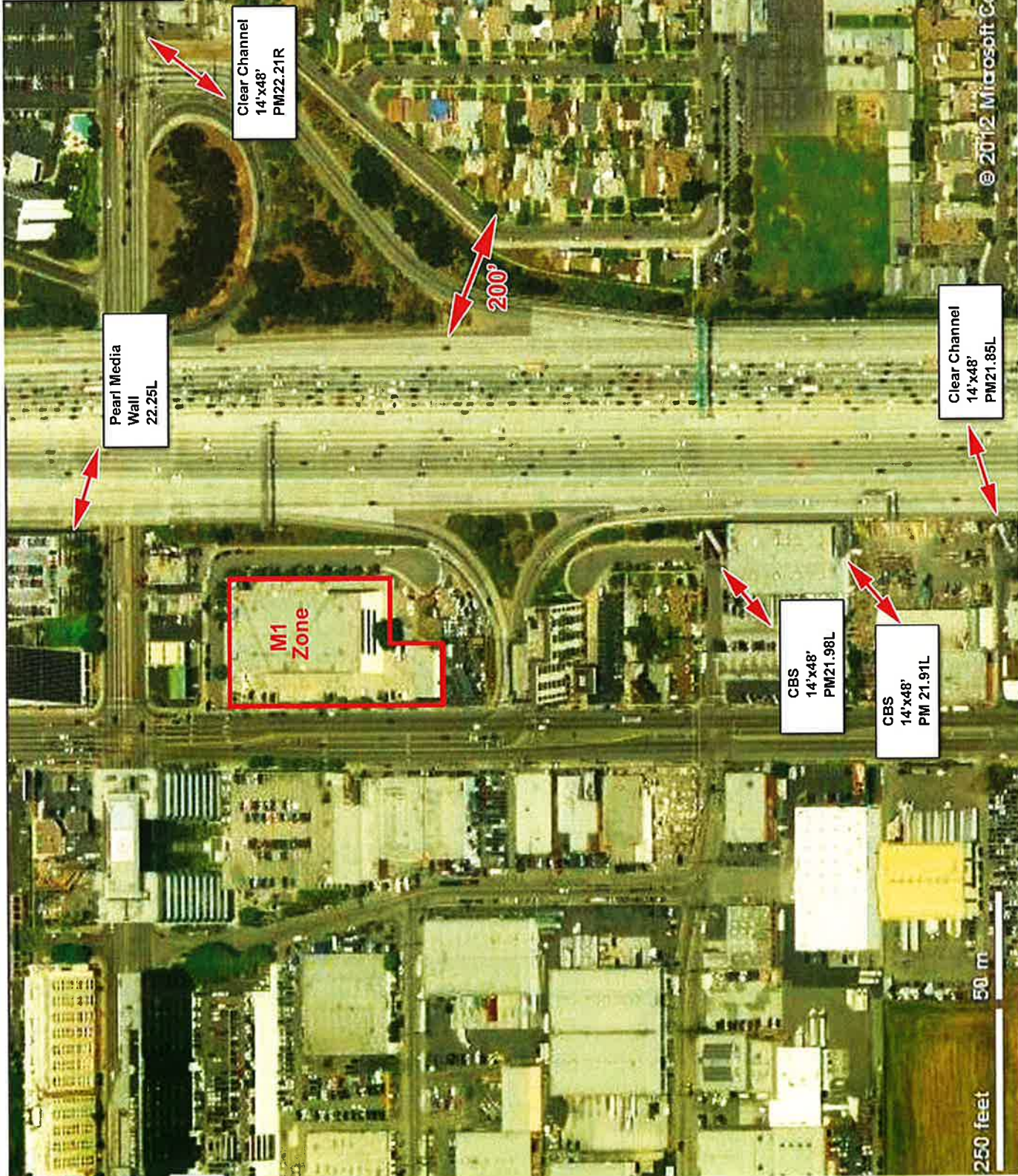
Bus. & Prof. Code 5412 "Relocation"

10100 La Cienega Blvd. Los Angeles, CA 90304

"Public Storage" Property - APN 4038-003-034

Relocated billboard will comply with Section

22.52.840, with an ordinance approving B&P 5412



**Document Details Report
State Clearinghouse Data Base**

SCH# 2013041024
Project Title 10100 S. La Cienega Blvd, Inglewood (Project No. 2012-02173)
Lead Agency Los Angeles County

Type Neg Negative Declaration
Description The project is a 14' x 48' back-to-back billboard at 75' tall, with an orientation for visibility from the freeway. The lease area is the space below the sign and the access to it and any area needed to install and maintain the sign is limited to approximately 1,000-sf. The subject property is approximately 2 acres in size and is currently developed with a 4 story self-storage warehouse facility. The ground mount will be a single column. The applicant has agreed to relocate an existing billboard from another location to this location.

Lead Agency Contact

Name	Andrew Svitek	
Agency	Los Angeles County	
Phone	213 974 6462	Fax
email		
Address	320 West Temple Street, Rm 1348	
City	Los Angeles	State CA Zip 90012

Project Location

County	Los Angeles				
City					
Region					
Lat / Long	33.944185° N / 118.369542° W				
Cross Streets	West Century Blvd. (N) West 104th St. (S)				
Parcel No.	4038-003-034				
Township	2S	Range	14W	Section	32
				Base	SBB&M

Proximity to:

Highways	I-405, 105, 1
Airports	LAX
Railways	No
Waterways	No
Schools	Buford ES, Lennos MS
Land Use	Various

Project Issues Aesthetic/Visual; Drainage/Absorption; Geologic/Seismic; Noise; Traffic/Circulation; Landuse

Reviewing Agencies Resources Agency; Department of Fish and Wildlife, Region 5; Department of Parks and Recreation; Department of Water Resources; Caltrans, Division of Aeronautics; California Highway Patrol; Caltrans, District 7; Regional Water Quality Control Board, Region 4; Native American Heritage Commission

Date Received	04/08/2013	Start of Review	04/08/2013	End of Review	05/07/2013
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Environmental Checklist Form (Initial Study)
County of Los Angeles, Department of Regional Planning



Project title: 10100 La Cienega Blvd Billboard (Project No. 2012-02173/Conditional Use Permit No. 201200122)

Lead agency name and address: Los Angeles County, 320 West Temple Street, Los Angeles, CA 91020

Contact Person and phone number: Andrew Svitek (213) 974-6462

Project sponsor's name and address: Bulletin Displays LLC, 3127 E. South Street, Ste B, Long Beach, CA 90805

Project location: 10100 La Cienega Blvd, Los Angeles APN: 4038-003-034 USGS Quad: Inglewood

Gross Acreage: The parcel site is approximately 2 acres in size, and the lease area used for the sign will be approximately 1,000 square feet in size. The project is currently developed with a main 4-story self-storage warehouse measuring 141,440 square feet and several other smaller buildings.

General plan designation: Industrial

Community/Area wide Plan designation: N/A

Zoning: M-1-DP (Light Industrial-Development Program) Zone

Description of project: The project is a 14' x 48' back-to-back billboard at 75' tall, with an orientation for visibility from the freeway. The lease area is the space below the sign and the access to it and any area needed to install and maintain the sign is limited to approximately 1,000-square feet. The subject property is approximately 2 acres in size and is currently developed with a 4 story self-storage warehouse facility. The ground mount will be a single column. The applicant has agreed to relocate an existing billboard from another location to this location.

Surrounding land uses and setting: To the north is Century Boulevard with commercial uses. To the east is the I-405 Freeway and further to the east is a low density residential area. To the south are commercial, single-family residences and light industrial uses. To the west is a light industrial area.

Other public agencies whose approval may be required (e.g., permits, financing approval, or participation agreement):

Public Agency

Caltrans

Approval Required

Outdoor Advertising (ODA) Display Permit Application

Major projects in the area:

No major projects have been identified in the immediate vicinity.

Reviewing Agencies:*Responsible Agencies*

- ☒ None
Regional Water Quality Control
Board:
☐ Los Angeles Region
☐ Lahontan Region
☐ Coastal Commission
☐ Army Corps of Engineers

Trustee Agencies

- ☒ None
☐ State Dept. of Fish and Game
☐ State Dept. of Parks and
Recreation
☐ State Lands Commission
☐ University of California
(Natural Land and Water
Reserves System)

Special Reviewing Agencies

- ☒ None
☐ Santa Monica Mountains
Conservancy
☐ National Parks
☐ National Forest
☐ Edwards Air Force Base
☐ Resource Conservation
District of Santa Monica
Mountains Area
☒ City of Los Angeles
☒ City of Inglewood

County Reviewing Agencies

- ☒ DPW:
- Land Development Division
(Grading & Drainage)
- Geotechnical & Materials
Engineering Division
- Watershed Management
Division (NPDI/S)
- Traffic and Lighting Division

Regional Significance

- ☒ None
☐ SCAG Criteria
☐ Air Quality
☐ Water Resources
☐ Santa Monica Mtns. Area
☐

- ☒ Fire Department
- Land Development Unit
☐ Sanitation District
☒ Public Health/Environmental
Health Division: Land Use
Program (OWIS), Drinking
Water Program (Private
Wells), Toxics Epidemiology
Program (Noise)
☐ Sheriff Department
☐ Parks and Recreation
☐ Subdivision Committee

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:


The environmental factors checked below would be potentially affected by this project.

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> Aesthetics | <input type="checkbox"/> Greenhouse Gas Emissions | <input type="checkbox"/> Population/Housing |
| <input type="checkbox"/> Agriculture/Forest | <input type="checkbox"/> Hazards/Hazardous Materials | <input type="checkbox"/> Public Services |
| <input type="checkbox"/> Air Quality | <input type="checkbox"/> Hydrology/Water Quality | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Biological Resources | <input type="checkbox"/> Land Use/Planning | <input checked="" type="checkbox"/> Transportation/Traffic |
| <input type="checkbox"/> Cultural Resources | <input type="checkbox"/> Mineral Resources | <input type="checkbox"/> Utilities/Services |
| <input type="checkbox"/> Energy | <input checked="" type="checkbox"/> Noise | <input type="checkbox"/> Mandatory Findings of Significance |
| <input type="checkbox"/> Geology/Soils | | |

DETERMINATION: (To be completed by the Lead Department.)

On the basis of this initial evaluation:

- ☒ I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.
- ☐ I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.
- ☐ I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.
- ☐ I find that the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.
- ☐ I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.


Signature (Prepared by)

3/13/13
Date

EVALUATION OF ENVIRONMENTAL IMPACTS:

- 1) A brief explanation is required for all answers except "No Impact" answers that are adequately supported by the information sources the Lead Department cites in the parentheses following each question. A "No Impact" answer is adequately supported if the referenced information sources show that the impact simply does not apply to projects like the one involved (e.g., the project falls outside a fault rupture zone). A "No Impact" answer should be explained where it is based on project-specific factors as well as general standards (e.g., the project will not expose sensitive receptors to pollutants, based on a project-specific screening analysis).
- 2) All answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts.
- 3) Once the Lead Department has determined that a particular physical impact may occur, then the checklist answers must indicate whether the impact is potentially significant, less than significant with mitigation, or less than significant. "Potentially Significant Impact" is appropriate if there is substantial evidence that an effect may be significant. If there are one or more "Potentially Significant Impact" entries when the determination is made, an EIR is required.
- 4) "Negative Declaration: Less Than Significant With Mitigation Incorporated" applies where the incorporation of mitigation measures has reduced an effect from "Potentially Significant Impact" to a "Less Than Significant Impact." The lead agency must describe the mitigation measures, and briefly explain how they reduce the effect to a less than significant level. (Mitigation measures from Section XVII, "Earlier Analyses," may be cross-referenced.)
- 5) Earlier analyses may be used where, pursuant to the tiering, program EIR, or other CEQA processes, an effect has been adequately analyzed in an earlier EIR or negative declaration. (State CEQA Guidelines § 15063(c)(3)(D).) In this case, a brief discussion should identify the following:
 - a) Earlier Analysis Used. Identify and state where they are available for review.
 - b) Impacts Adequately Addressed. Identify which effects from the above checklist were within the scope of, and adequately analyzed in, an earlier document pursuant to applicable legal standards, and state whether such effects were addressed by mitigation measures based on the earlier analysis.
 - c) Mitigation Measures. For effects that are "Less than Significant with Mitigation Measures Incorporated," describe the mitigation measures which were incorporated or refined from the earlier document and the extent to which they address site-specific conditions for the project.
- 6) Supporting Information Sources: A source list should be attached, and other sources used or individuals contacted should be cited in the discussion.
- 7) The explanation of each issue should identify: the significance threshold, if any, used to evaluate each question, and; mitigation measures identified, if any, to reduce the impact to less than significance. Sources of thresholds include the County General Plan, other County planning documents, and County ordinances. Some thresholds are unique to geographical locations.
- 8) Climate Change Impacts: When determining whether a project's impacts are significant, the analysis should consider, when relevant, the effects of future climate change on : 1) worsening hazardous conditions that pose risks to the project's inhabitants and structures (e.g., floods and wildfires), and 2) worsening the project's impacts on the environment (e.g., impacts on special status species and public health).

1. AESTHETICS

Would the project:	Potentially Significant Impact	Less Than Significant Impact with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Have a substantial adverse effect on a scenic vista?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Be visible from or obstruct views from a regional riding or hiking trail?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Substantially degrade the existing visual character or quality of the site and its surroundings because of height, bulk, pattern, scale, character, or other features?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create a new source of substantial shadows, light, or glare which would adversely affect day or nighttime views in the area?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: The design of the billboard integrates with the visual character of its surroundings from the perspective of height, bulk, pattern, scale and character (see **Figure 1. Project Renderings**). The prevailing building heights in the area is higher than the proposed billboard, as the immediate area includes buildings include a 4-story self storage building, a 10-story office building (with other high rise office buildings north along La Cienega Blvd), a 7-story parking garage, and the elevated I-405 Freeway to the east. There are overhead utility poles along both the eastern and western side of La Cienega Boulevard. There is are no residential areas within close proximity to the project site. The area to west is a low rise industrial warehouse district, and the areas to the north and south is are part of La Cienega Boulevard commercial corridor with a mixture of newer multi-level office buildings and parking structures and older single-story warehouses and commercial buildings. The area to the east is the I-405 Freeway corridor, which separates the commercial corridor from the residential of Lennox and the City of Inglewood further to the east. A number of other billboards exist in the surrounding area. A list of the other billboards in the area is as follows:

Key #	Address (tenant)	Shape	Direction from site	Orientation
1	10212 S. La Cienega (east side)	Double sided (one-face)	South	La Cienega/southbound off ramp
2	10311 S. La Cienega	Double sided (one-face)	South	La Cienega (north & southbound)
3	W. 104 th St. & S. Irwin Ave.	Double sided (V-shape)	South	Freeway (north & south)
4	5140 W. 104 th St.	Double sided (V-shape)	South	Freeway (north & south)
5	5139 West 106th Street	Double sided (V-shape)	South	Freeway (north & south)
6	5134 West 106th Street	Double sided (V-shape)	South	Freeway (north & south)
7	5156 West Century Boulevard	One sided (one-face)	North	La Cienega (north/south)

8	5138 West Century Boulevard	One sided (one-face)	North	W. Century Blvd (eastbound)
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A summary of the enclosed simulations, with visibility from various vantage points is as follows:

Photo #	Location	Comments
1	At 101 st (curve) NE of parcel (facing south)	Billboard not visible
2	Southbound I-405	Billboard visible
3	Southbound I-405	Billboard visible
4	Freeway embankment along 101 st (facing north)	Billboard not visible
5	Freeway embankment north of 101 st (facing south)	Billboard not visible
6	Southbound I-405	Billboard visible
7	At 101 st cul-de-sac SE of parcel (facing north)	Billboard not visible
8	Southbound I-405	Billboard visible
9	Southbound I-405	Billboard visible
10	Northbound I-405	Billboard visible
11	Southbound I-405 (greater distance)	Billboard visible
12	La Cienega (northbound)	Billboard not very visible
13	La Cienega (northbound)	Billboard not very visible
14	La Cienega (northbound)	Billboard not very visible
15	W. 101 st (southbound)	Billboard not visible
16	W. 101 st (southbound)	Billboard not visible
17	W. 101 st (southbound)	Billboard not visible
18	W. 101 st (southbound)	Billboard not visible
19	La Cienega (southbound)	Billboard not visible
20	La Cienega (southbound)	Billboard not visible
21	La Cienega (southbound)	Billboard not very visible

(a) No scenic resources exist on the project site and in the surrounding area, including within the neighboring jurisdictions, and therefore the proposed project will impact scenic resources; No potential impacts could result from obstructing views to or from a scenic resource, degrading the character of a scenic highway, or disrupting a scenic vista. (b) There are no designated existing or proposed trails traversing, adjacent to, or in proximity to, the project site, including within neighboring jurisdictions. There are hiking trails within the Kenneth Hahn Recreational Area which is located approximately 6 miles to the north, and based on the small scale of the project and distance of the trails no visual impact is expected. (c) The project will not have an impact on other unidentified scenic resources, such as trees, rock outcroppings, historic buildings, and undisturbed areas, as the project is in an urbanized area with no such

features. (d) The design of the proposed project would integrate with the visual character of its surroundings and the project's level of visual integration with the surroundings is satisfactory from the perspective of height, bulk, pattern, scale, character, or other features; (e) The proposed project would not be a new source of substantial shadows, light, or glare. A substantial amount of shadows is dependent upon a combination of factors including the height of the proposed project, the width of the street on which the proposed project is located, the proposed project's setbacks, and the project site's distance from nearby sensitive uses (residences, schools, parks, etc), and how long any shadows created by the proposed project are cast upon those sensitive uses. A review of 500-foot radius land use survey indicates that there are no sensitive uses around the project site. (see Figure 2, Land Use Map) Since there are no sensitive uses nearby, there will be no shade/shadow impacts. For projects only achieving a couple of floors, it is unlikely that they will generate shadows of sufficient size to be cast upon nearby sensitive uses. Although the project is 75-feet in height, its area is limited and no shade/shadow modeling is necessary as there are no sensitive uses in the vicinity. The project has less than significant impacts as far as light or glare, due to the project's surface materials and direction of lighting. Regarding glare, the project does not contain large expanses of windows and covered with lots of reflective surfaces could potentially result in a significant impact as light reflecting from the proposed structure will not impede views in and around the project site.

2. AGRICULTURE / FOREST

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with existing zoning for agricultural use, with a designated Agricultural Opportunity Area, or with a Williamson Act contract?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code § 12220 (g)), timberland (as defined in Public Resources Code § 4526), or timberland zoned Timberland Production (as defined in Government Code § 51104(g))?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Result in the loss of forest land or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: The project will not have no impact on agricultural and forest resources, as it is located in an urbanized area devoid of farmland and forestland. (a)(b)(c) The project site is not identified as farmland or near any area shown as farmland as identified by the Farmland Mapping and Monitoring Program (FMMP). No Williamson Act contract lands are located in Los Angeles County except for on Catalina Island. (c)(d)(e) California Public Resources Code section 51104(g) defines timberland production zones as an area which has been zoned and is devoted to and used for growing and harvesting timber, or for growing and harvesting timber and compatible uses. Although Los Angeles County, contains the Angeles National Forest and a portion of the Los Padres National Forest, there is no zone that is strictly used for forest uses or timberland production, and therefore the project cannot impact such areas.

3. AIR QUALITY

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Conflict with or obstruct implementation of applicable air quality plans of either the South Coast AQMD (SCAQMD) or the Antelope Valley AQMD (AVAQMD)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create objectionable odors affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a) and (b) vehicle trips for construction and maintenance activities will have a less than significant impact on air quality standards; (d) Air quality may be impacted in the short-term during construction activities. Days and hours of construction would be limited and the developer would be required to water the site daily during construction; (e) Construction activities may create objectionable odors in the short term. Days and hours of construction would be limited. The air pollutants that are regulated by the Federal and California Clean Air Acts fall under three categories, each of which are monitored and regulated: (1) criteria air pollutants; (2) toxic air contaminants (TACs); and (3) Global warming and ozone-depleting gases. In 1970, the U.S. Environmental Protection Agency (EPA) identified six "criteria" pollutants they found to be the most harmful to human health and welfare. They are: Ozone (O₃), Particulate Matter (PM), Carbon Monoxide (CO), Nitrogen Dioxide (NO₂), Sulfur Dioxide (SO₂); and, Lead (Pb). The Federal government and the State of California have established air quality standards designed to protect public health from these criteria pollutants. Among the federally identified criteria pollutants, the levels of ozone, particulate matter, and carbon monoxide in Los Angeles County continually exceed federal and state health standards and the County is considered a non-attainment area for these pollutants. In response to the region's poor air quality, the South Coast Air Quality Management District (SCAQMD) was created. The SCAQMD is responsible for monitoring air quality as well as planning, implementing, and enforcing programs designed to attain and maintain state and federal ambient air quality standards in the region. The SCAQMD implements a wide range of programs and regulations, most notably, the Air Quality Management Plan (AQMP). Sensitive receptors are uses such as playgrounds, schools, senior citizen centers, hospitals or other uses that would be more highly impacted by poor air quality. AQMD Rule 402, which states "A person shall not discharge from any source whatsoever such quantities of air contaminants or other material which cause injury, detriment, nuisance, or annoyance to any considerable number of persons or to the public, or which endanger the comfort, repose, health or safety of any such persons or the public, or which cause, or have a natural tendency to cause, injury or damage to business or property.

4. BIOLOGICAL RESOURCES

Would the project:	Potentially Significant Impact	Less Than Significant Impact with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game (CDFG) or U.S. Fish and Wildlife Service (USFWS)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Have a substantial adverse effect on any sensitive natural communities (e.g., riparian habitat, coastal sage scrub, oak woodlands, non-jurisdictional wetlands) identified in local or regional plans, policies, regulations or by CDFG or USFWS?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Have a substantial adverse effect on federally or state protected wetlands (including, but not limited to, marshes, vernal pools, coastal wetlands, and drainages) or waters of the United States, as defined by § 404 of the federal Clean Water Act or California Fish & Game code § 1600, et seq. through direct removal, filling, hydrological interruption, or other means?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Convert oak woodlands (as defined by the state, oak woodlands are oak stands with greater than 10% canopy cover with oaks at least 5 inch in diameter measured at 4.5 feet above mean natural grade) or otherwise contain oak or other unique native trees (junipers, Joshuas, southern California black walnut, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with any local policies or ordinances protecting biological resources, including Wildflower Reserve Areas (L.A. County Code, Title 12, Ch. 12.36), the Los Angeles County Oak Tree Ordinance (L.A. County Code, Title 22, Ch. 22.56, Part 16), the Significant Ecological Areas (SEAs) (L.A. County Code, Title 22, § 22.56.215), and Sensitive Environmental Resource Areas (SERAs) (L.A. County Code, Title 22, Ch. 22.44, Part 6)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Conflict with the provisions of an adopted state, regional, or local habitat conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: The project is in an urbanized area on a developed parcel. The project site is not located within, or in close proximity to areas subject to the Local Coastal Program, Significant Ecological Areas, a Natural Community Conservation Plan, or a federal Endangered Species Act Habitat Conservation Plan. Because none of these resources or resource areas is located on or near the project site, no impacts would occur. If the project site is located in proximity to any of these resources but would not directly impact them, impacts are less than significant. A potentially significant impact would occur if the proposed project would somehow violate the requirements of the adopted plans. (a)-(g) Therefore, because of project location and the small scale of the project, it will not have impacts on biological resources.

5. CULTURAL RESOURCES

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Cause a substantial adverse change in the significance of a historical resource as defined in CEQA Guidelines § 15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to CEQA Guidelines § 15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature, or contain rock formations indicating potential paleontological resources?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: The project would have less than significant impact on cultural resources. (a) The project does not impact national or state-designated historic resources, or other cultural resources, which are not designated, but meet the criteria for additional protections as set out in the CEQA Guidelines, whether on the project site or in vicinity of the project site. The criteria for protections of non-designated structures are as follows: (1) Is the structure associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage; (2) Is the structure associated with the lives of persons important in our past; (3) Does the structure embody the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or (4) Has the structure yielded, or may be likely to yield, information important in prehistory or history. The structures on the project site or in the vicinity of the project site do not meet this criteria. (b)(c)(d) Because the area is urbanized and already developed, the impact is most less than significant because any resource that may have existed on-site is likely to have been disturbed by previous development.

6. ENERGY

	Potentially Significant Impact	Less Than Significant Impact with Mitigation Incorporated	Less Than Significant Impact	No Impact
Would the project:				
a) Conflict with Los Angeles County Green Building Ordinance (L.A. County Code Title 22, Ch. 22.52, Part 20 and Title 21, § 21.24.440) or Drought Tolerant Landscaping Ordinance (L.A. County Code, Title 21, § 21.24.430 and Title 22, Ch. 22.52, Part 21)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Involve the inefficient use of energy resources (see Appendix F of the CEQA Guidelines)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: Per Appendix F of CEQA guidelines, the goal of conserving energy implies decreasing overall per capita energy consumption, decreasing reliance on fossil fuels such as coal, natural gas and oil, and increasing reliance on renewable energy sources. In 2008, the County adopted a Green Building Program to address these goals. Section 22.52.2100 of Title 22 (Los Angeles County Code) states that the purpose of the County's Green Building Program was to establish green building development standards for new projects with the intent to, conserve water; conserve energy, conserve natural resources, divert waste from landfills, minimize impacts to existing infrastructure, and promote a healthier environment. The Green Building Program includes Green-Building Standards, Low-Impact Development standards, and Drought Tolerant Landscaping requirements. In January 2011, the State of California adopted the CALGreen Building Code with mandatory measures that establish a minimum for green construction practices. The project is the construction and maintenance of a billboard in an urban area. (a) The project, which is the construction and maintenance of a billboard, involves the development of a small area and will not require the installation of landscaping or water conservation features. (b) The billboard will have a connection to the electric grid to provide lighting to the billboard faces during the night. As such, project maintenance will require energy consumption, but such energy consumption will be minimal and is an integral part of the project.

7. GEOLOGY AND SOILS

Would the project:	Potentially Significant Impact	Less Than Significant Impact with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known active fault trace? Refer to Division of Mines and Geology Special Publication 42.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ii) Strong seismic ground shaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iii) Seismic-related ground failure, including liquefaction and lateral spreading?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iv) Landslides?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Have soils incapable of adequately supporting the use of on-site wastewater treatment systems where sewers are not available for the disposal of wastewater?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with the Hillside Management Area Ordinance (L.A. County Code, Title 22, § 22.56.215) or hillside design standards in the County General Plan Conservation and Open Space Element?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: The Alquist-Priolo Earthquake Fault Zoning Act of 1972 prohibits the location of most structures for human occupancy across the traces of active faults, and lessens the impacts of fault rupture. The Seismic Hazards Mapping Act requires the California Geological Survey to prepare Seismic Hazard Zone Maps that show areas where earthquake induced liquefaction or landslides have historically occurred, or where there is a high potential for such occurrences. Liquefaction is a process by which water saturated granular soils transform from a solid to a liquid state during strong ground shaking. A landslide is a general term for a falling, sliding or flowing mass of soil, rocks, water and debris. The County General Plan prohibits new developments, as defined by the Alquist-Priolo Act, within fault traces until a comprehensive geological study has been completed. More than 50 percent of the unincorporated areas are comprised of hilly or mountainous terrain. The vast majority of hillside hazards

include mud and debris flows, active deep seated landslides, hillside erosion, and man induced slope instability. These geologic hazards include artificially-saturated or rainfall saturated slopes, the erosion and undercutting of slopes, earthquake induced rock falls and shallow failures, and natural or artificial compaction of unstable ground. The General Plan Hillside Management Area (HMA) Ordinance regulates development in hillsides of 25 percent slope or greater to address these potential hazards. (a) The project will be constructed according to the requirements of the building code, and as such will not pose a hazard from seismic related events. (b) The amount of grading will be minimal and as such the construction phase of the project will not result in substantial soil erosion. (c)(d) The project site is not located within a known liquefaction area or in an area with known expansive soils. (e) The project does not propose an onsite wastewater treatment system (OWTS). (f) The project site is not located within a Hillside Management Area.

8. GREENHOUSE GAS EMISSIONS

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Generate greenhouse gas (GHGs) emissions, either directly or indirectly, that may have a significant impact on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with any applicable plan, policy, or regulation adopted for the purpose of reducing the emissions of greenhouse gases?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a) The Assembly Bill 32 Scoping Plan contains the main strategies California will use to reduce the greenhouse gases (GHG) that cause climate change. The scoping plan has a range of GHG reduction actions which include direct regulations, alternative compliance mechanisms, monetary and non-monetary incentives, voluntary actions, market-based mechanisms such as a cap-and-trade system, and an AB 32 program implementation regulation to fund the program. Recommended Action #13 of the Scoping Plan (page 57) provides a goal to "expand the use of green building practices to reduce the carbon footprint of California's new and existing inventory of buildings." The Plan states that: "Collectively, energy use and related activities by buildings are the second largest contributor to California's greenhouse gas emissions. Almost one-quarter of California's greenhouse gas emissions can be attributed to buildings. As the Governor recognized in his Green Building Initiative (Executive Order S-20-04), significant reductions in greenhouse gas emissions can be achieved through the design and construction of new green buildings as well as the sustainable operation, retrofitting, and renovation of existing buildings." As the billboard is not a building and does create vehicle trips, or the heating and ventilation requirements of a typical building, there are limited impacts as far as greenhouse gas emissions. (b) The project will not have a significant impact as to greenhouse gases as a result of any conflict with any applicable plan, policy, or regulation adopted for the purpose of reducing greenhouse gases. The Los Angeles Regional Climate Action Plan is currently under development and will be aim to reduce GhG emissions within the unincorporated areas of the County. The local Climate Action Plan will be implemented in three phases: (1) GhG Inventory, (2) Measure Development and Quantification, (3) Climate Action Plan Development.

9. HAZARDS AND HAZARDOUS MATERIALS

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Create a significant hazard to the public or the environment through the routine transport, storage, production, use, or disposal of hazardous materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials or waste into the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of sensitive land uses?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code § 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) For a project located within an airport land use plan, or where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Impair implementation of, or physically interfere with, an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h) Expose people or structures to a significant risk of loss, injury or death involving fires, because the project is located:				
i) within a Very High Fire Hazard Severity Zones (Zone 4)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii) within a high fire hazard area with inadequate access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iii) within an area with inadequate water and pressure to meet fire flow standards?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iv) within proximity to land uses that have the potential for dangerous fire hazard?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
i) Does the proposed use constitute a potentially dangerous fire hazard?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: The project has less than significant impacts on the environment related to hazards and hazardous materials. (a)-(c) The construction and ongoing maintenance of the facility will not involve hazardous materials; (d) the project site is not listed in the Envirostar

database; (c) the project is within 2 miles of LAX and the construction workers and maintenance workers may be exposed to hazards; (f) the project is not within 2 miles of a private air strip; (g) the construction activities and the facility will not impair evacuation or emergency response; (h) the project location does not create a fire hazard.

10. HYDROLOGY AND WATER QUALITY

Would the project:	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Violate any water quality standards or waste discharge requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Generate construction or post-construction runoff that would violate applicable stormwater NPDES permits or otherwise significantly affect surface water or groundwater quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g) Conflict with the Los Angeles County Low Impact Development Ordinance (L.A. County Code, Title 12, Ch. 12.84 and Title 22, Ch. 22.52)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h) Result in point or nonpoint source pollutant discharges into State Water Resources Control Board-designated Areas of Special Biological Significance?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
i) Use onsite wastewater treatment systems in areas with known geological limitations (e.g. high groundwater) or in close proximity to surface water (including, but not limited to, streams, lakes, and drainage course)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
j) Otherwise substantially degrade water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
k) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map, or within a floodway or floodplain?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- | | | | | |
|--|--------------------------|--------------------------|--------------------------|-------------------------------------|
| l) Place structures, which would impede or redirect flood flows, within a 100-year flood hazard area, floodway, or floodplain? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| m) Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| n) Place structures in areas subject to inundation by seiche, tsunami, or mudflow? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

EVALUATION OF ENVIRONMENTAL IMPACTS: The project will not have significant impacts on hydrology and water quality. (a) The construction phase of the project will not violate any water quality standards or waste discharge requirements, as construction activities will be required to comply with best practices to avoid waste discharge. (b) Utility water service is existing on the site and water requirements are minimal to conclude that any water supplied by the utility provider will be minimal, the source of the water is not from groundwater supplies, and therefore groundwater supplies will not be affected by the project. The water usage during the operational phase will be minimal. (c)(d) Installation of billboards may alter drainage patterns, but because of the limited amount of grading those impacts will be less than significant. The County will require a detailed grading and drainage plans to be checked, a permit obtained, and inspections will be performed. (e)(f) The construction phase of the project will comply with best management practices to minimize runoff water into stormwater drainage and avoid creating additional sources of polluted runoff. The runoff from the operational phase will be minimal. (g) The project will be required to comply with the Los Angeles County Low Impact Development Ordinance, if the project qualifies. (h) The project is not expected to result in point or nonpoint source pollutant discharges into State Water Resources Control Board-designated Areas of Special Biological Significance. (i)(j) The project does not propose an onsite wastewater treatment system and will not otherwise degrade water quality. (k)(l)(m)(n) The project does not involve housing or place people in the a geologically hazardous area.

11. LAND USE AND PLANNING

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Be inconsistent with the applicable County plans for the subject property including, but not limited to, the General Plan, specific plans, local coastal plans, area plans, and community/neighborhood plans?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Be inconsistent with the County zoning ordinance as applicable to the subject property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Conflict with Hillside Management criteria, Significant Ecological Areas conformance criteria, or other applicable land use criteria?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a) The proposed project would not result in a physical division of an established community as the project does not have sufficient bulk and impenetrability to result in an actual barrier to circulation. The project site is within an existing parcel that conforms to the existing street grid. (b) The proposed project is consistent with the current General Plan designation for the area and no amendment to the plan is being requested. (c) The project is subject to the applicable zoning standards, including any general standards for the zone and the specific standards for the type of use. Through the conditional use permit process, the standards for height and overhang may be modified to accommodate this project in this location. (d) The project site is not located within an area that is regulated by the hillside ordinance, or that is within a mapped SEA, SFRA, ESHA area.

12. MINERAL RESOURCES

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: Because the project is not located project in a mapped mineral resource area, the project has no impact on mineral resources. (a)(b) Mineral resources are commercially-viable aggregate or mineral deposits, such as sand, gravel, oil, and other valuable minerals. The County depends on the State of California's Geological Survey (State Department of Conservation, Division of Mines and Geology) to identify deposits of regionally- significant aggregate resources. These clusters or belts of mineral deposits are designated as Mineral Resources Zones (MRZ-2s). The County does not designate any areas which are not already designated by the Geological Survey.

13. NOISE

Would the project result in:	Potentially Significant Impact	Less Than Significant Impact with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Exposure of persons to, or generation of, noise levels in excess of standards established in the County General Plan or noise ordinance (Los Angeles County Code, Title 12, Chapter 12.08), or applicable standards of other agencies?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project, including noise from parking areas?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project, including noise from amplified sound systems?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a)(b)(c) During the construction phase construction activities will result in noise and ongoing maintenance activities will also result in a noise on a limited basis. Also, the project is located adjacent to the I-405 Freeway, which will expose construction workers and maintenance personnel noise from the freeway. The expected noise levels are expected to be within the limits of the Los Angeles County Noise Control Ordinance (Code Section 12.08) which intends to control unnecessary, excessive, and annoying noise and vibration. This ordinance defines terms, identifies noise zones, provides standards for interior and exterior noise, and hours for noise regulation. County Code Section 12.12 provides additional regulation of construction noise. As the project site is located in close proximity to LAX, Near LAX, construction workers and maintenance personnel will be exposed to noise sources by low flying airplanes landing at LAX. Groundborne vibration resulting from construction or maintenance activities are expected to be within the Noise Control Ordinance standards. The project is not expected to result in an increased ambient noise level. All construction and maintenance activities are expected to be conducted in compliance with the Noise Control Ordinance. (e)(f) The project is located within close proximity of LAX and therefore construction workers and maintenance personnel will be exposed to elevated noise levels from planes landing at LAX. The project is not located adjacent to a private airstrip.

14. POPULATION AND HOUSING

Would the project:	Potentially Significant Impact	Less Than Significant Impact with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Displace substantial numbers of existing housing, especially affordable housing, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Cumulatively exceed official regional or local population projections?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a) The project will not induce new population growth. (b)(c) The project site does not contain any existing housing and therefore it will not displace any housing. (d) As the project does not involve creation of housing, it will not exceed population projections.

15. PUBLIC SERVICES

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Would the project create capacity or service level problems, or result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:				
Fire protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sheriff protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Schools?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Parks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Libraries?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other public facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS:

The project, which is the construction and ongoing maintenance of a billboard, will not result in an increase the population or permanent employment in the area, and therefore it will have a less than significant (fire and sheriff protection) or no impact on public services (schools, parks, libraries, other public facilities). (a) The project site is served by Los Angeles County Fire Department, Battalion 20 and Fire Station #18 located at 4518 W. Lennox Blvd, Inglewood, which is located approximately 1 mile southeast of the project site. Development in the unincorporated areas must comply with the requirements of the Fire Code (Title 32), which provides design standards(b) The project site is served by the Los Angeles County Sheriff's Department from the South Los Angeles Station located at 1310 W. Imperial Hwy, Los Angeles. The proposed project will not bring more residents or visitors to the service area such that it will have a significant impact on a Los Angeles County Sheriff's Department Station and impact service levels. The Los Angeles County Sheriff's Department strives to maintain a service ratio of approximately one officer for every 1,000 residents within the communities it serves. (c) The proposed project will have no impact on schools as it involves the construction and maintenance of a billboard, which is not a development that would be expected to increase the school age population of the community beyond the capacity of existing schools, thereby creating the need for new school construction. (d) The proposed project will not have no impact on parks resources as it will not increase the number of people who use parks in the vicinity of the project site to the extent that it would adversely impact park resources. An impact would only be expected if the proposed project would result in an increase in the number of residential units, and thus the population, such that this increase reduces the park space-to-residents ratio maintained by the County. (e) The proposed project would have a less than significant impact on library resources (the area is served by the Lennox Library located at 4359 Lennox Blvd) as it would not result in an increase in the number of residential units, and thus the population, such that this increase diminishes the capacity of the Los Angeles County Public Library to serve the project site and the surrounding community. (f) The project will not have a significant impact on any other identified public services.

16. RECREATION

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Does the project include neighborhood and regional parks or other recreational facilities or require the construction or expansion of such facilities which might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Would the project interfere with regional open space connectivity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a) The proposed project would not increase the use of a nearby neighborhood or regional park to the extent that it would cause substantial physical deterioration of that park. (b) The project does not include a park. (c) The project will not interfere with regional open space connectivity.

17. TRANSPORTATION/TRAFFIC

	Potentially Significant Impact	Less Than Significant Impact with Mitigation Incorporated	Less Than Significant Impact	No Impact
Would the project:				
a) Conflict with an applicable plan, ordinance, or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with an applicable congestion management program (CMP), including, but not limited to, level of service standards and travel demand measures, or other standards established by the CMP for designated roads or highways?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a)-(b) The performance of the circulation system is measured by the volume of traffic going through an intersection at a specific point in time relative to the intersection's maximum possible automobile throughput. This volume-to-capacity ratio is referred to as Level of Service (LOS) and ranges from the best-case scenario LOS A (free-flowing conditions) to the worst-case scenario LOS F (gridlock). The County is currently updating the General Plan and Mobility Element for the unincorporated communities, and there are regional transportation plans at SCAG and Metro. In general, projects accounted for in General Plans are accounted for in regional plans. The general trend among all these plans is a move toward a multi-modal solution to our congestion problems. These plans emphasize the expanded use of public transportation and other modes as alternatives to the private automobile. During the construction and operational phases personnel will access the site by automobile, and while there is public transportation available in the area, the nature of construction and maintenance work is not conducive to encouraging use of public transportation. The trips to the site during the operational phase will be minimal. The project will not conflict with the 2010 Congestion Management Program (Metro). The project does not trigger the minimum CMP TDM requirements (Page 36 - "The CMP TDM Ordinance applies to all new non-residential development and requires certain TDM-friendly development standards, such as carpool/vanpool preferential parking and pedestrian access, to be incorporated into the project design. The applicable development standards are triggered when a new

project exceeds established gross square footage thresholds. In addition, all development projects/programs for which an EIR will be prepared must consult with affected transit operators.”). The CMP Land Use Analysis Program ensures that local jurisdictions consider the regional transportation impacts that may result from major development projects through the local land use approval process. (c) The project will not result in a change in air traffic patterns as the height of the structure is not sufficiently high to present a problem for flights landing at LAX. This project does not fall into the class of project types that may impact airports and would need to be reviewed by the Federal Aviation Administration (FAA). These include all projects taller than 200 feet. The project would not develop structures with extremely tall massing or brilliant lighting that would affect flight paths. (d) The project does not increase hazards due to a design feature as it does not change the existing street grid and does not modify any access points to existing roadways. (e) The proposed project would not, either through construction or operation, block or provide inadequate emergency access for the project itself or make existing emergency access to off-site properties inadequate. The project would not block an existing fire lane, or will it cause emergency vehicles to need to detour thus increasing the amount of time it takes to reach their destination. The Los Angeles Los Angeles County Fire Department reviewed the project design and indicated that the project design did not present access issues. The closest evacuation routes are Manchester Avenue to the north (east/west) and I-405 (north south). (f) The project will not have a negative effect on public transit, bicycle, or pedestrian facilities. The nearest bike lane is a north-south Class II Bike Lane on Aviation Boulevard, to the west.

18. UTILITIES AND SERVICE SYSTEMS

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
Would the project:				
a) Exceed wastewater treatment requirements of either the Los Angeles or Lahontan Regional Water Quality Control Boards?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Create water or wastewater system capacity problems, or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Create drainage system capacity problems, or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Have sufficient reliable water supplies available to serve the project demands from existing entitlements and resources, considering existing and projected water demands from other land uses?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create energy utility (electricity, natural gas, propane) system capacity problems, or result in the construction of new energy facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g) Comply with federal, state, and local statutes and regulations related to solid waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a)-(b) The project does not involve a connection to the public wastewater disposal systems or an onsite wastewater treatment system (OWTS), as the project site is a billboard and will not have residents or on-site employees (maintenance will be performed by mobile employees), and therefore will not have restroom facilities. (c) As the project will not create impervious surfaces, it will not result in an increase of "runoff" or stormwater that will drain from the project site into the nearby storm drain. (d) The project is unlikely to consume any water (with the possible exception of water used for cleaning billboard surfaces). The self-storage warehouse on the project site is served by a retail water provider, and it would be able to accommodate proposed project's projected consumption. (e) There would be an adequate energy supply or transmission capacity to serve the proposed project. The project will be connected to electrical service to provide lighting. (f)-(g) The project is not expected to create solid waste, with the exception of the paper used for billboard displays, which could may be recyclable as appropriate.

19. MANDATORY FINDINGS OF SIGNIFICANCE

	<i>Potentially Significant Impact</i>	<i>Less Than Significant Impact with Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>
a) Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Does the project have the potential to achieve short-term environmental goals to the disadvantage of long-term environmental goals?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

EVALUATION OF ENVIRONMENTAL IMPACTS: (a) The project is unlikely to degrade the environment as it is a relative small structure in an urbanized area and it will therefore not reduce wildlife habitat or harm identified animal or plant species. (b) During both the construction and ongoing operationall phase, the project will have a less than significant environmental impact and will not jeopardize any long-term environmental goals. (c) The project will not have cumulatively considerable impacts when considered cumulatively with other development. (d) The project will not adversely affect human beings directly or indirectly as it is a structure that will create pollution and will comply with building codes to assure its stability.

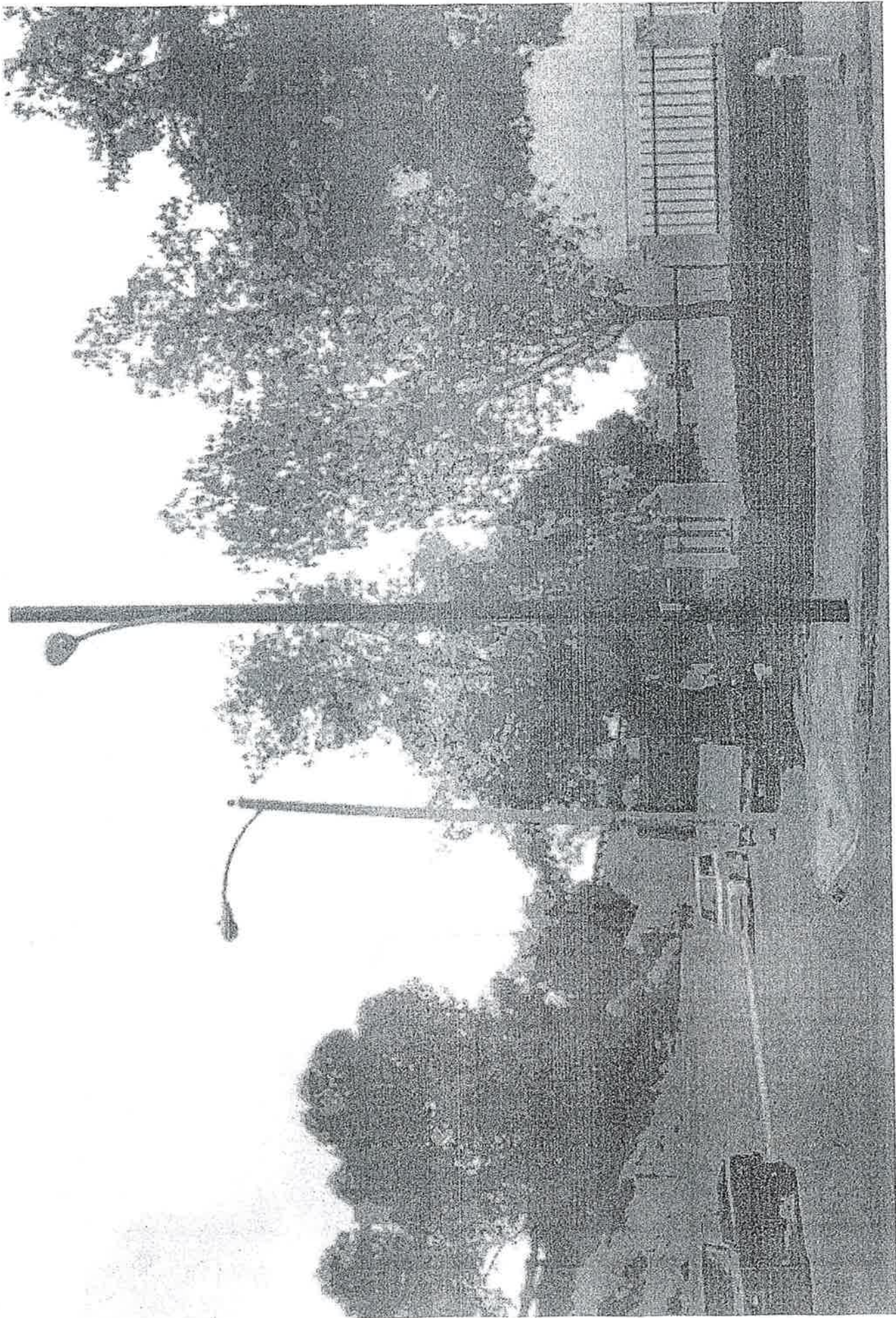


FIGURE 1 - PHOTO #1

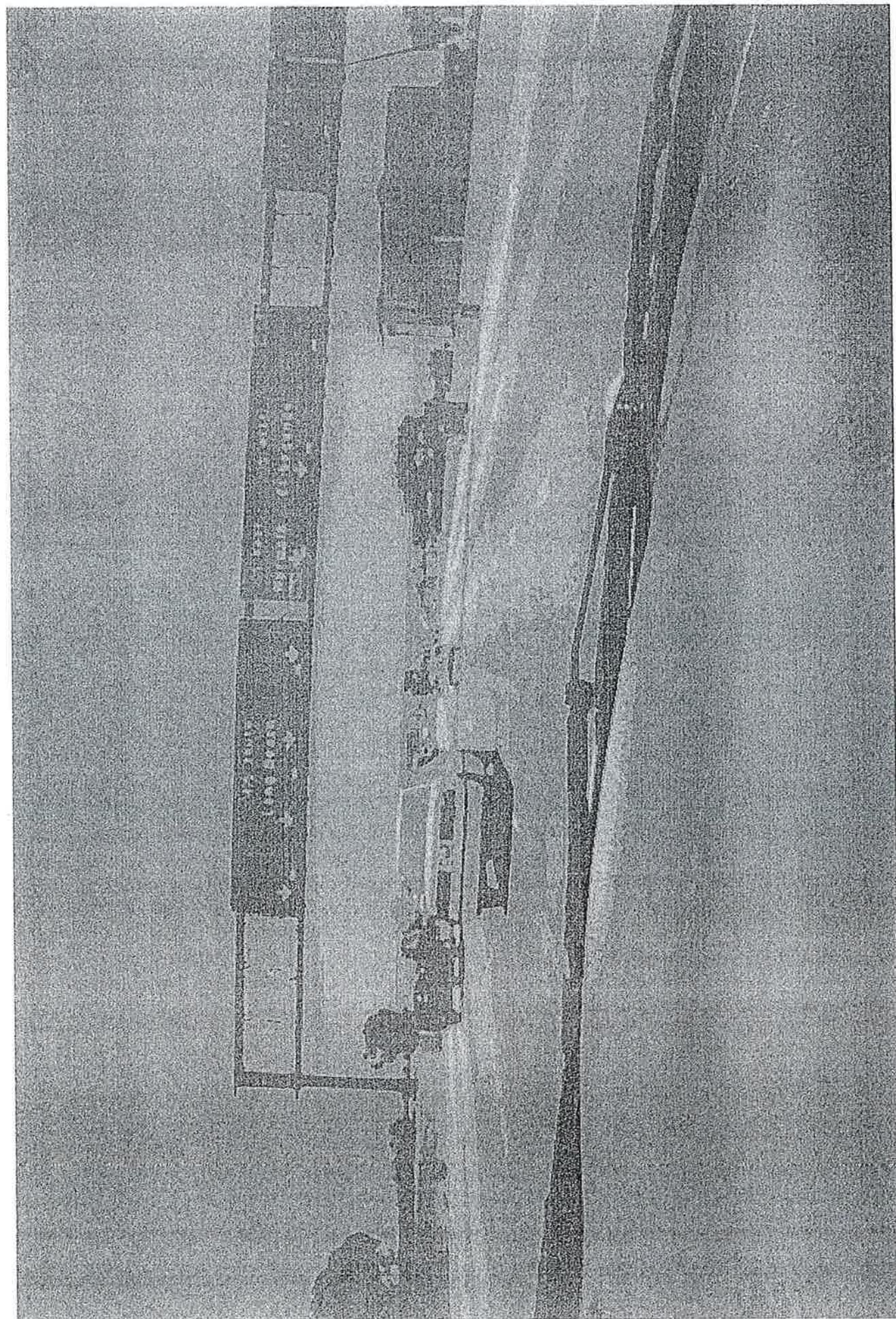


PHOTO #2

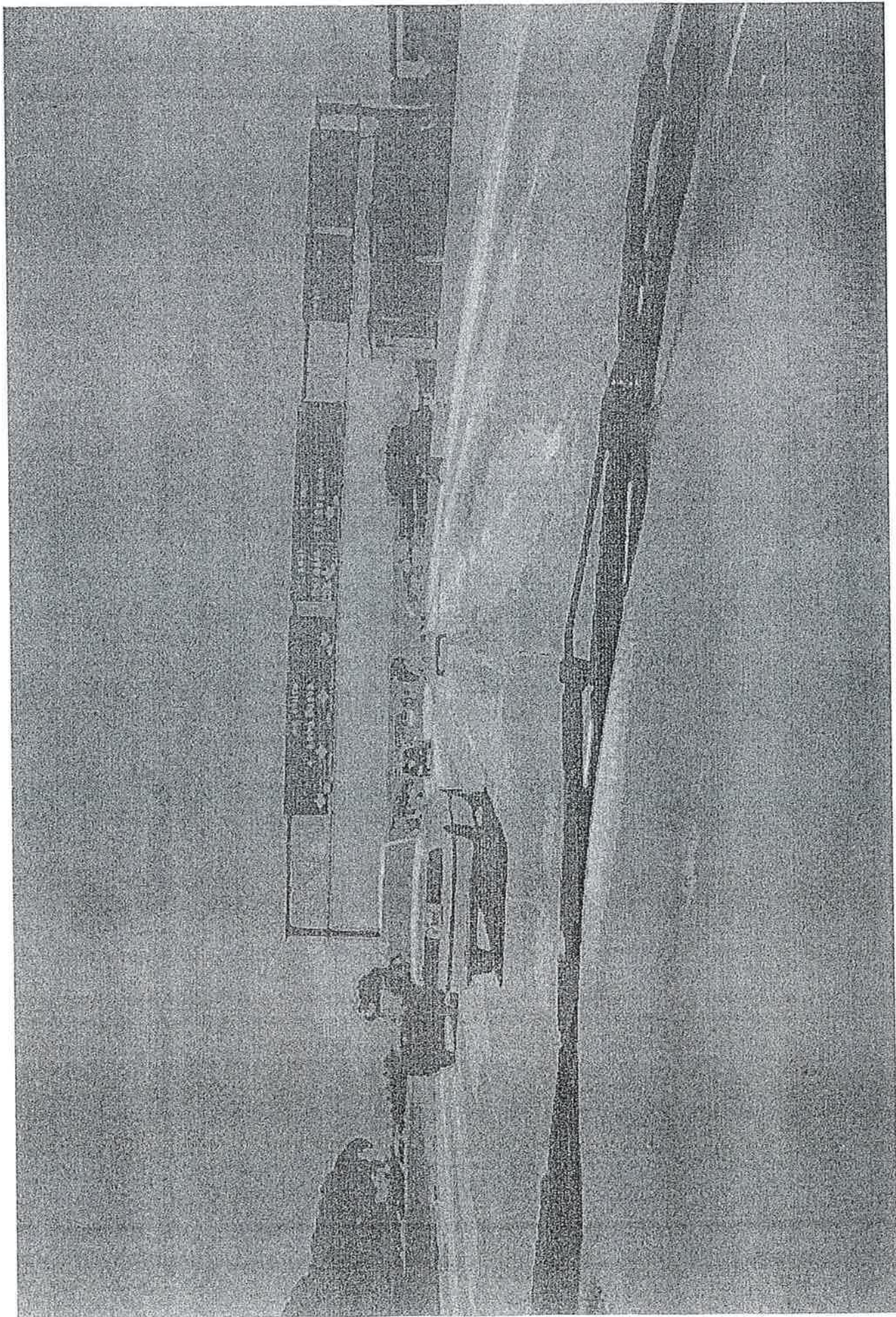


PHOTO #3

PHOTO #4

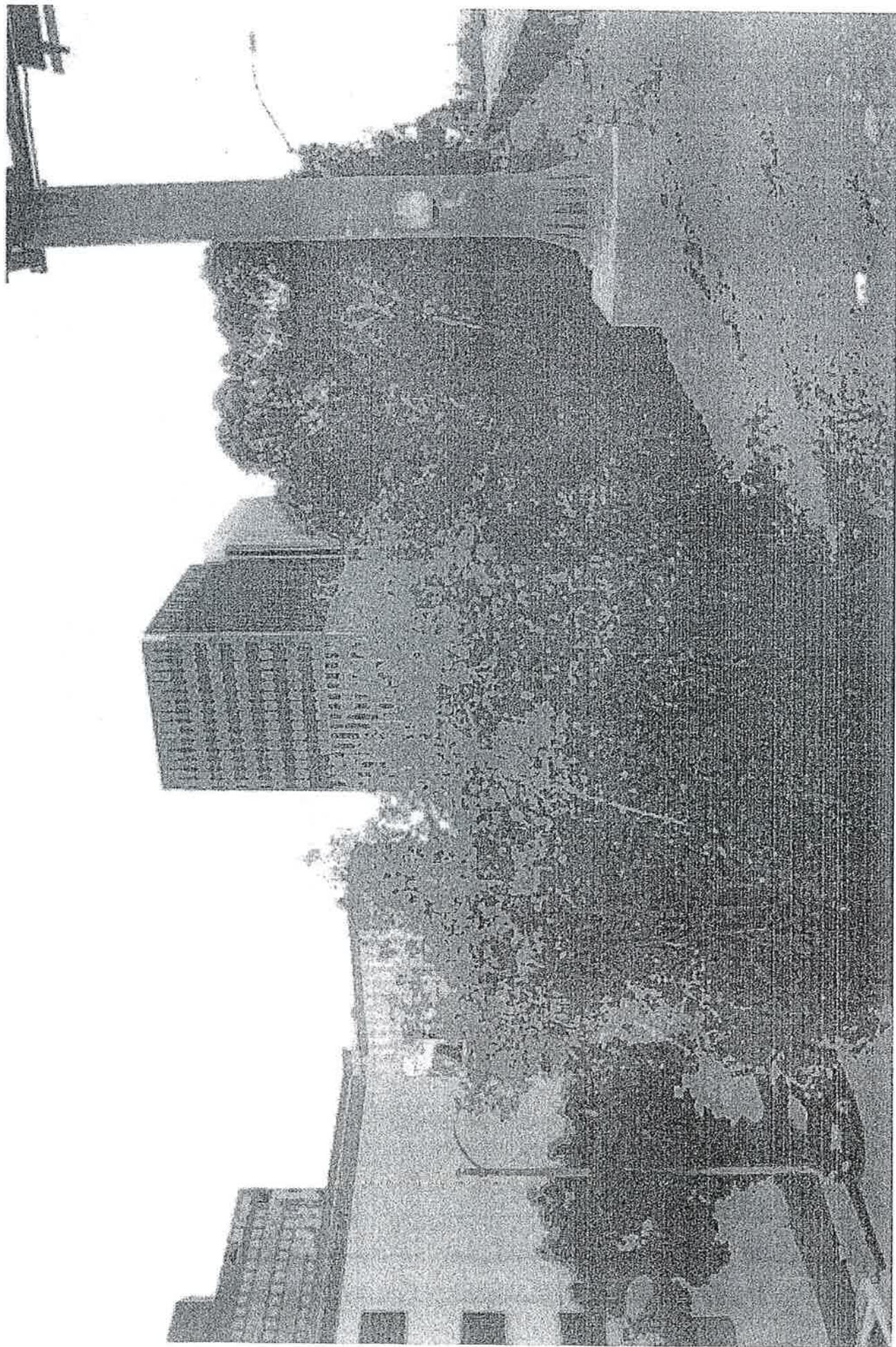


PHOTO #5



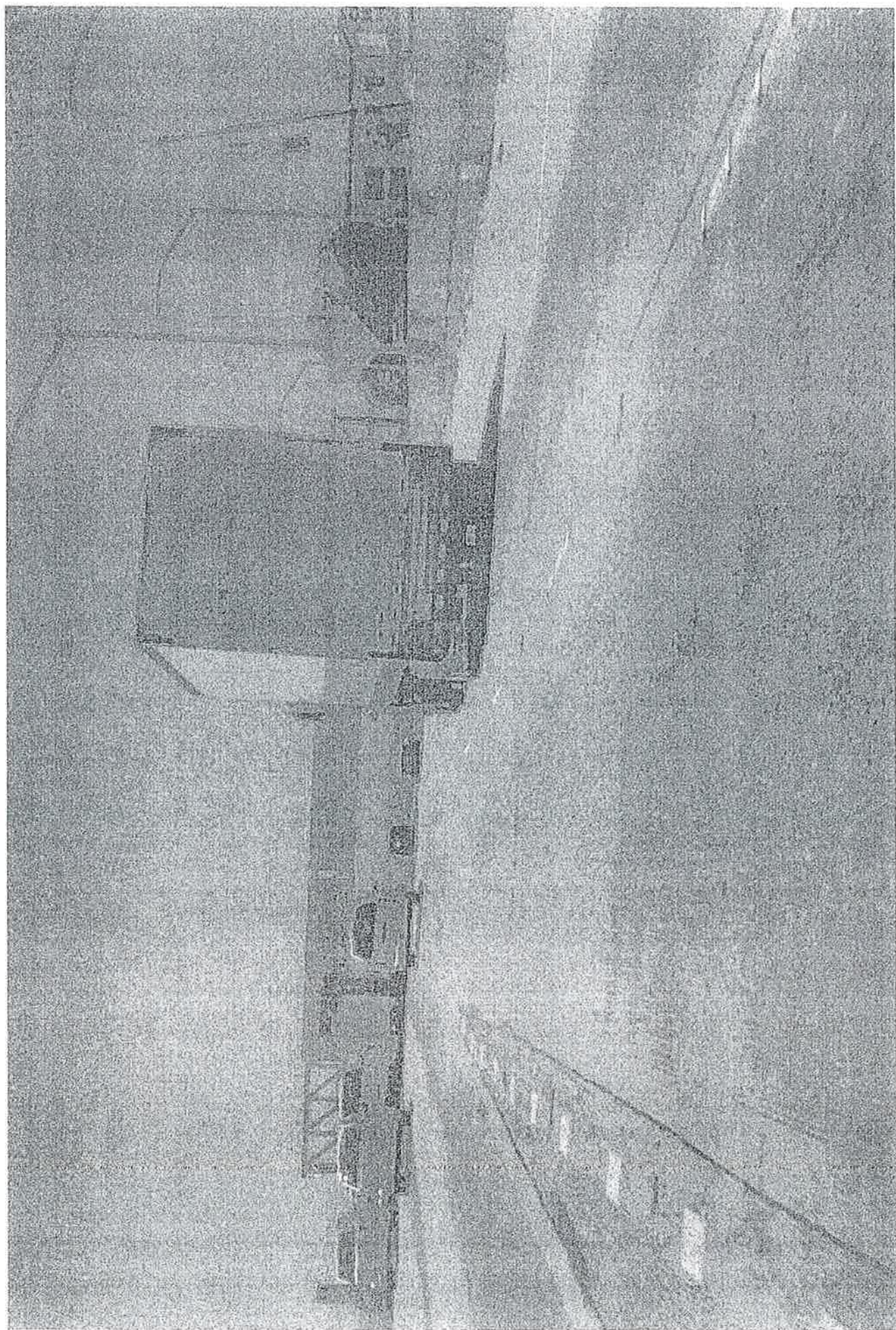


PHOTO #6

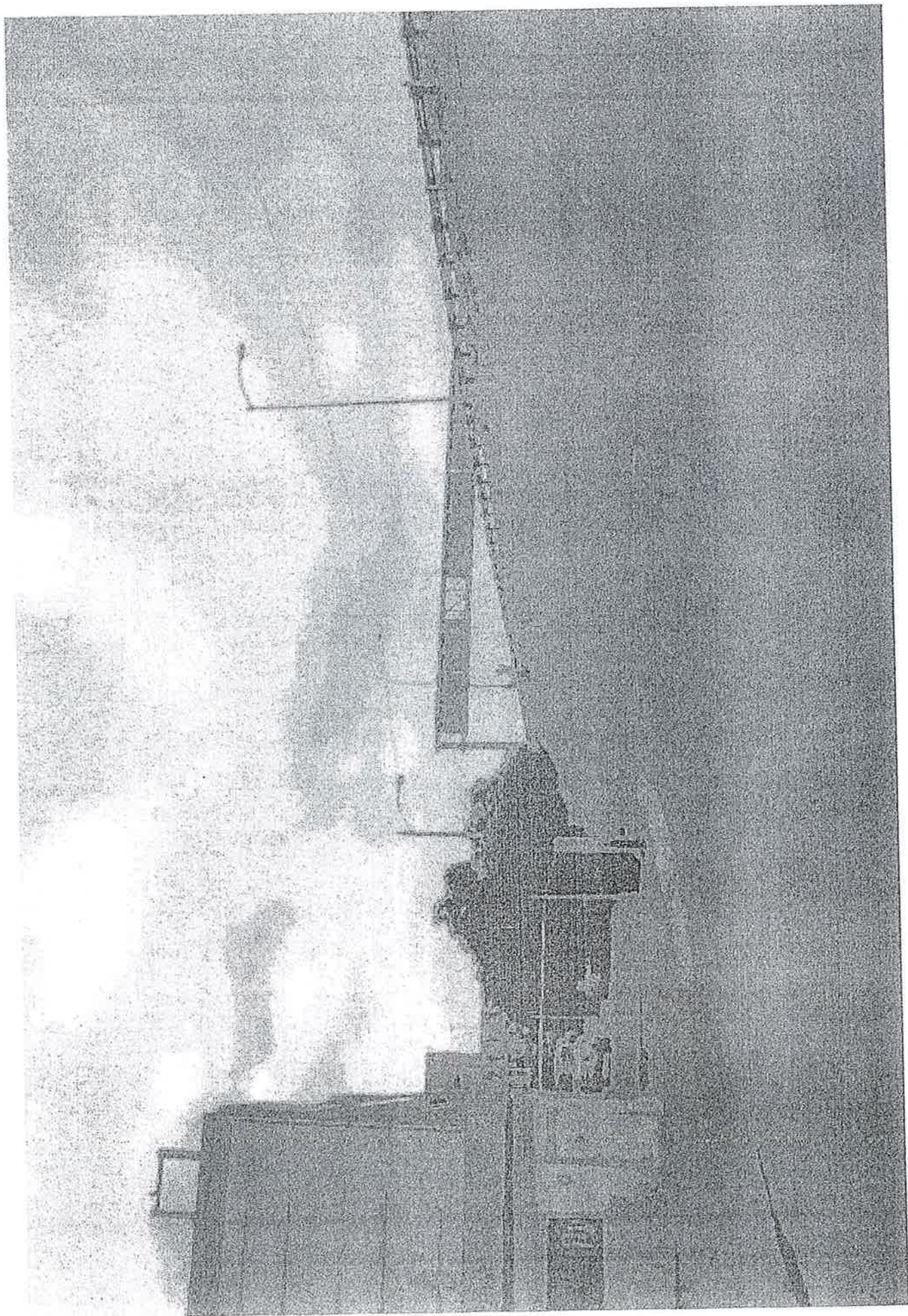


PHOTO #7

PHOTO #8

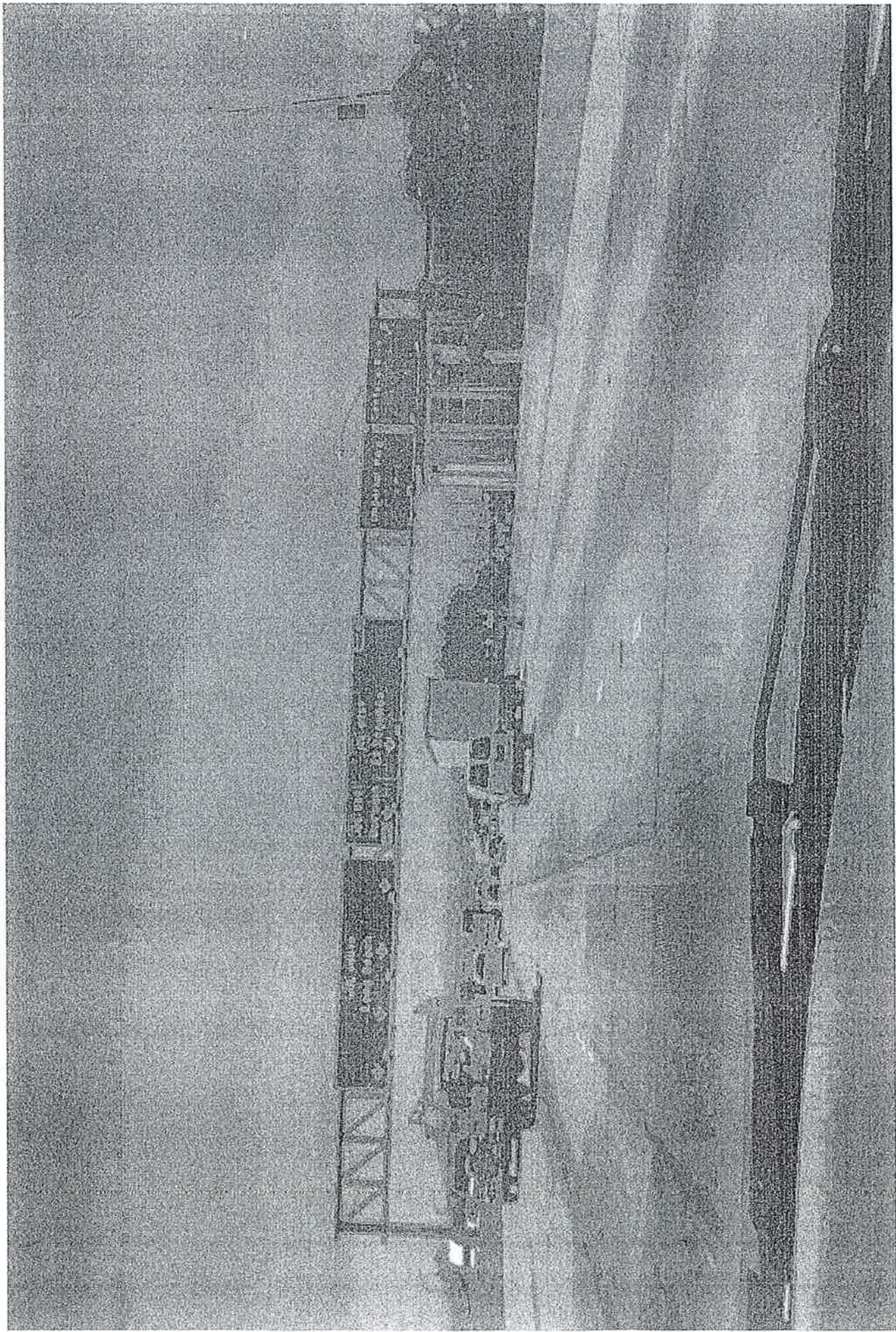




PHOTO #9

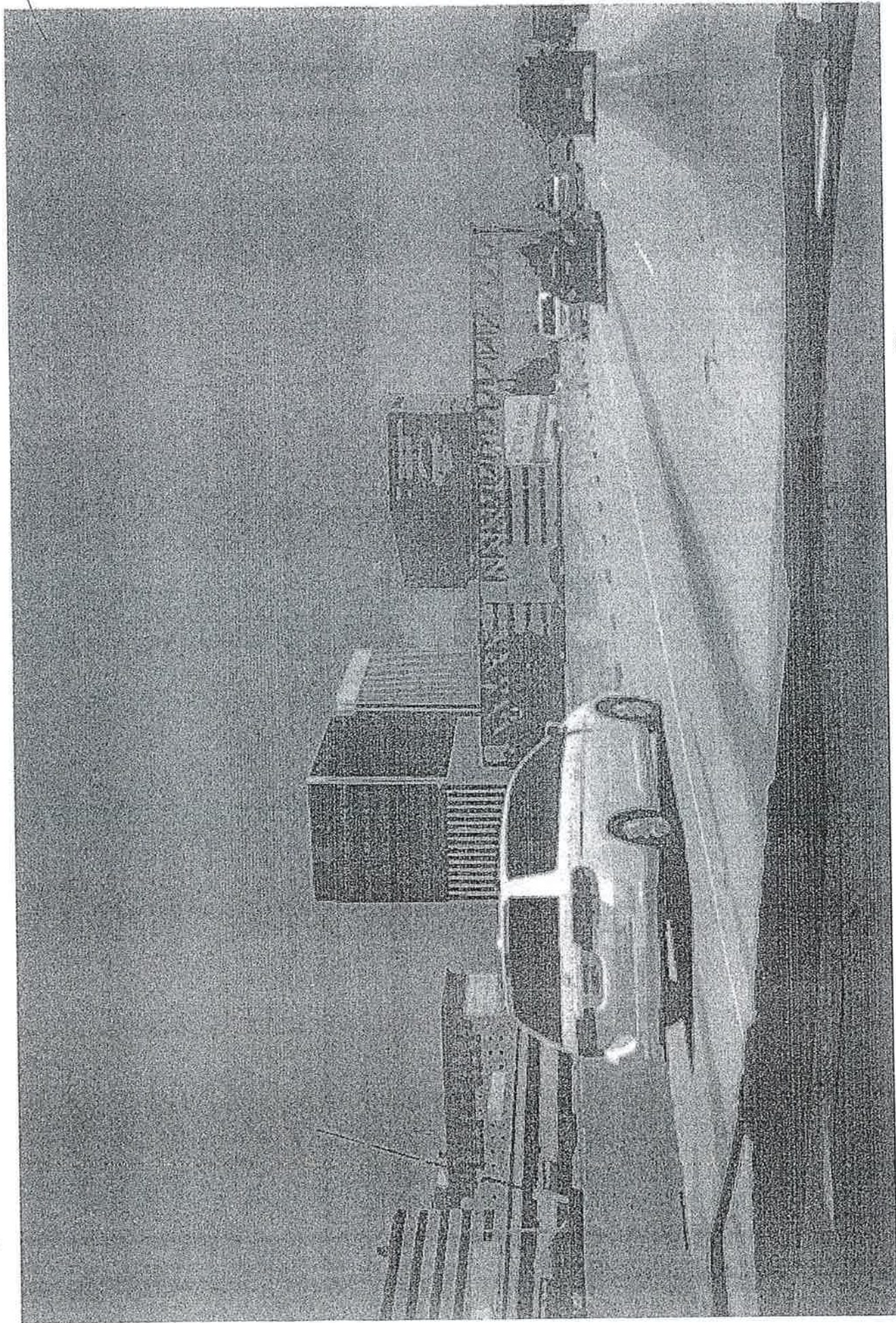


PHOTO #10

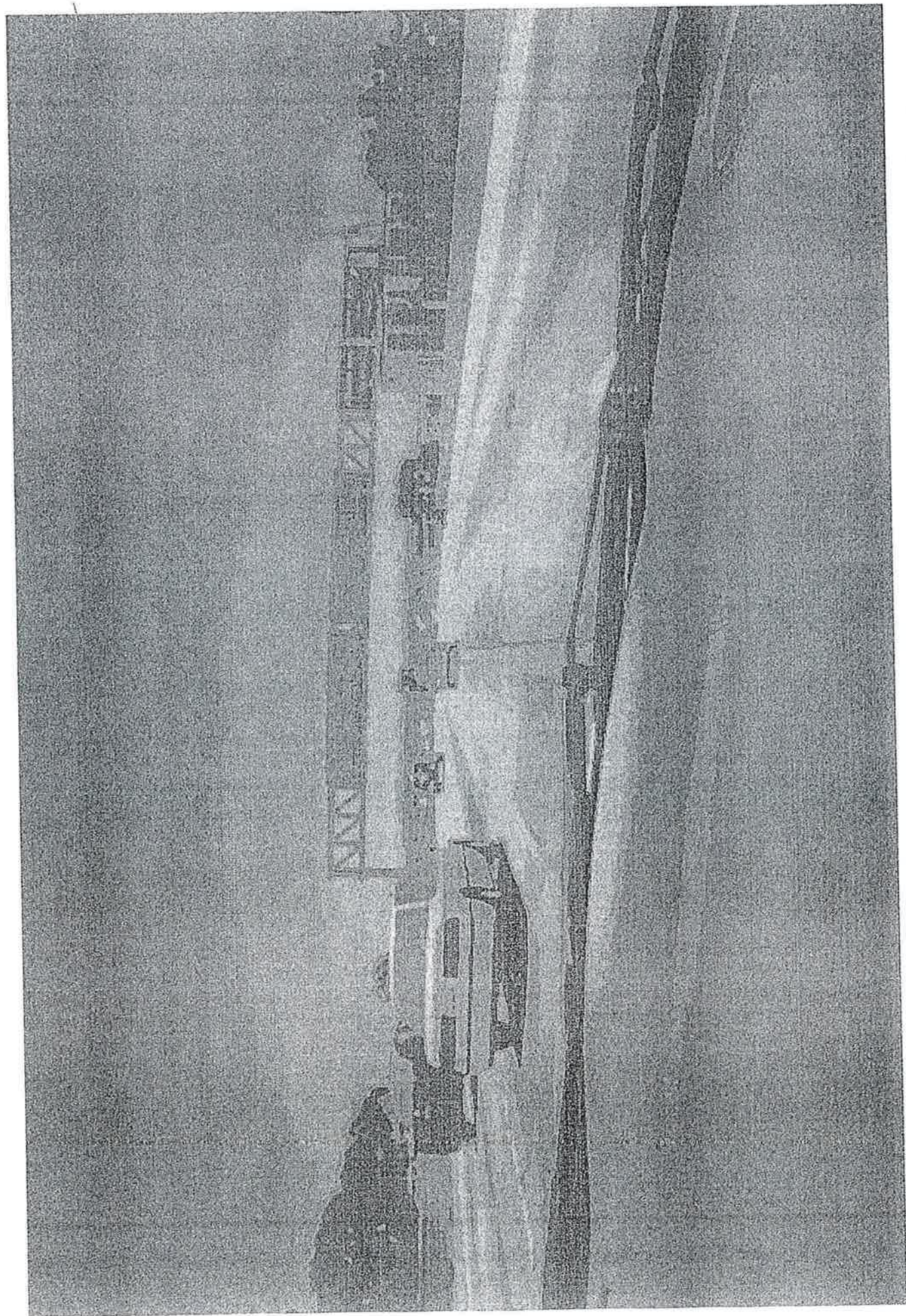


PHOTO #11

Northbound on La Cienega.
Not visible from La Cienega since
blocked by billboards and buildings.
Flag is blocked by hotel and then
briefly flashes between hotel and
Regency billboard, but it is not legible.

Regency Billboard

Hotel

Photo #12

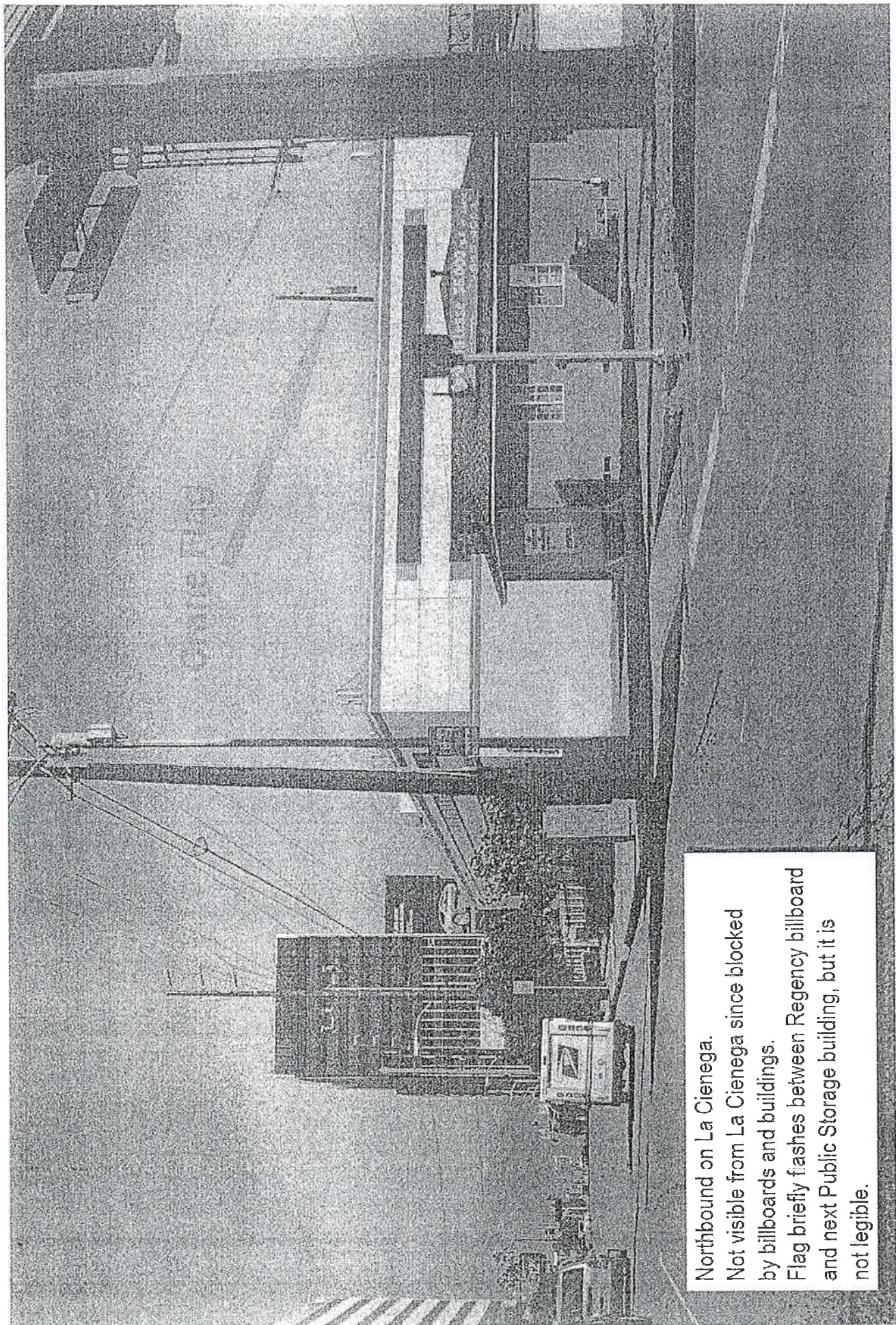


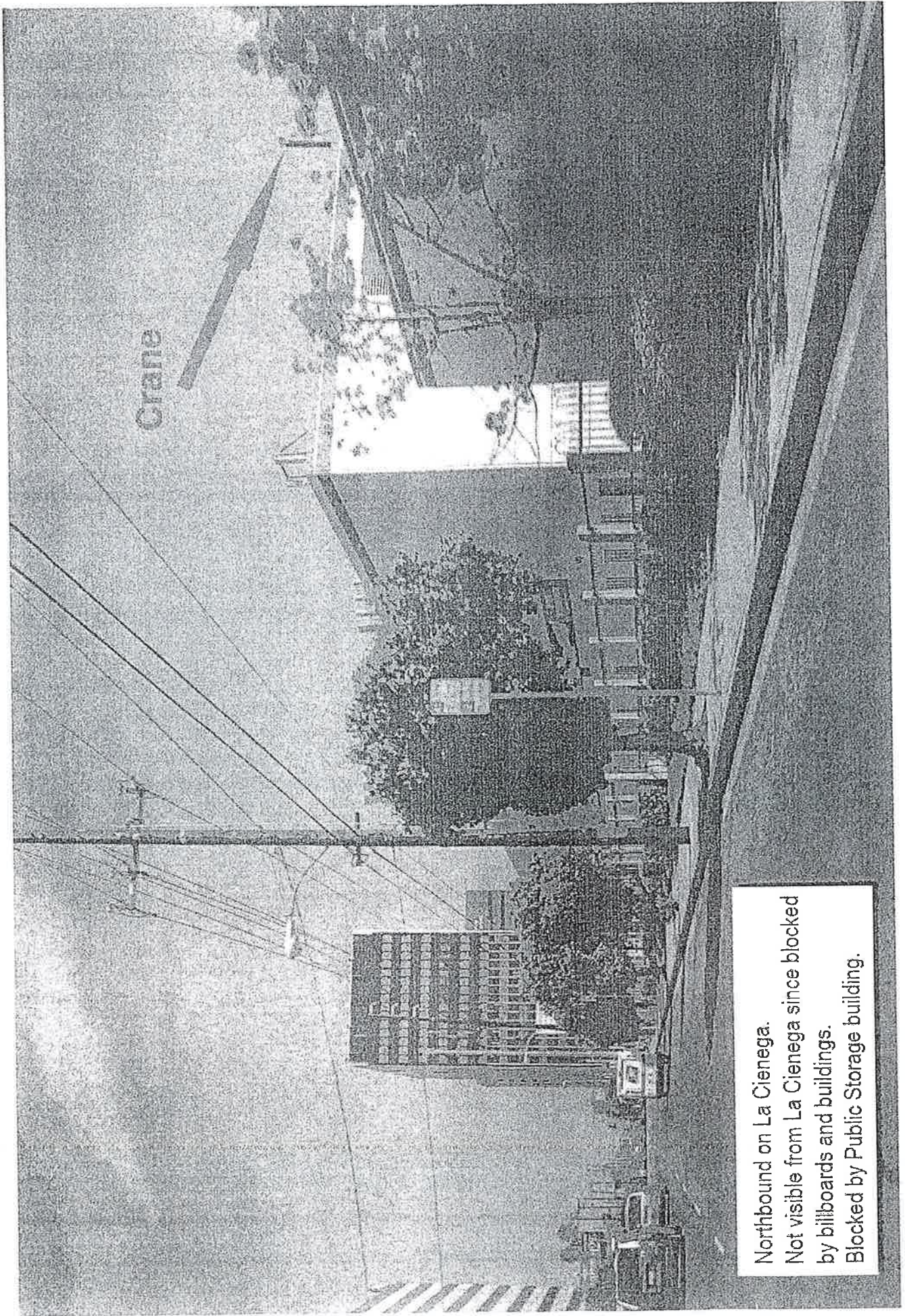
Northbound on La Cienega.
Not visible from La Cienega since
blocked by billboards and buildings.
Flag briefly flashes between hotel and
Regency billboard, but it is not legible, then
blocked again by Regency billboard.

Photo #13

Photo #14

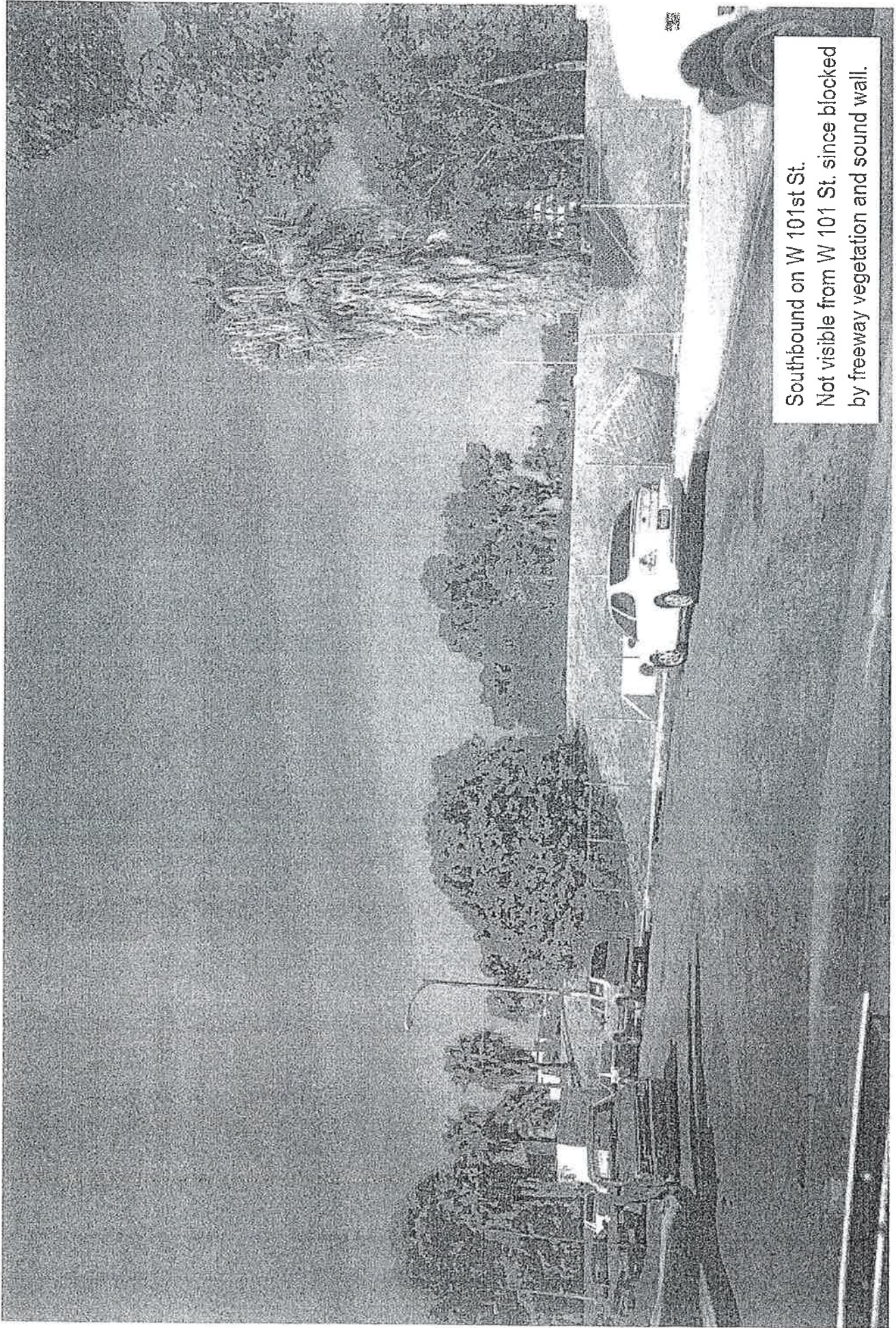
Northbound on La Cienega.
Not visible from La Cienega since blocked
by billboards and buildings.
Flag briefly flashes between Regency billboard
and next Public Storage building, but it is
not legible.





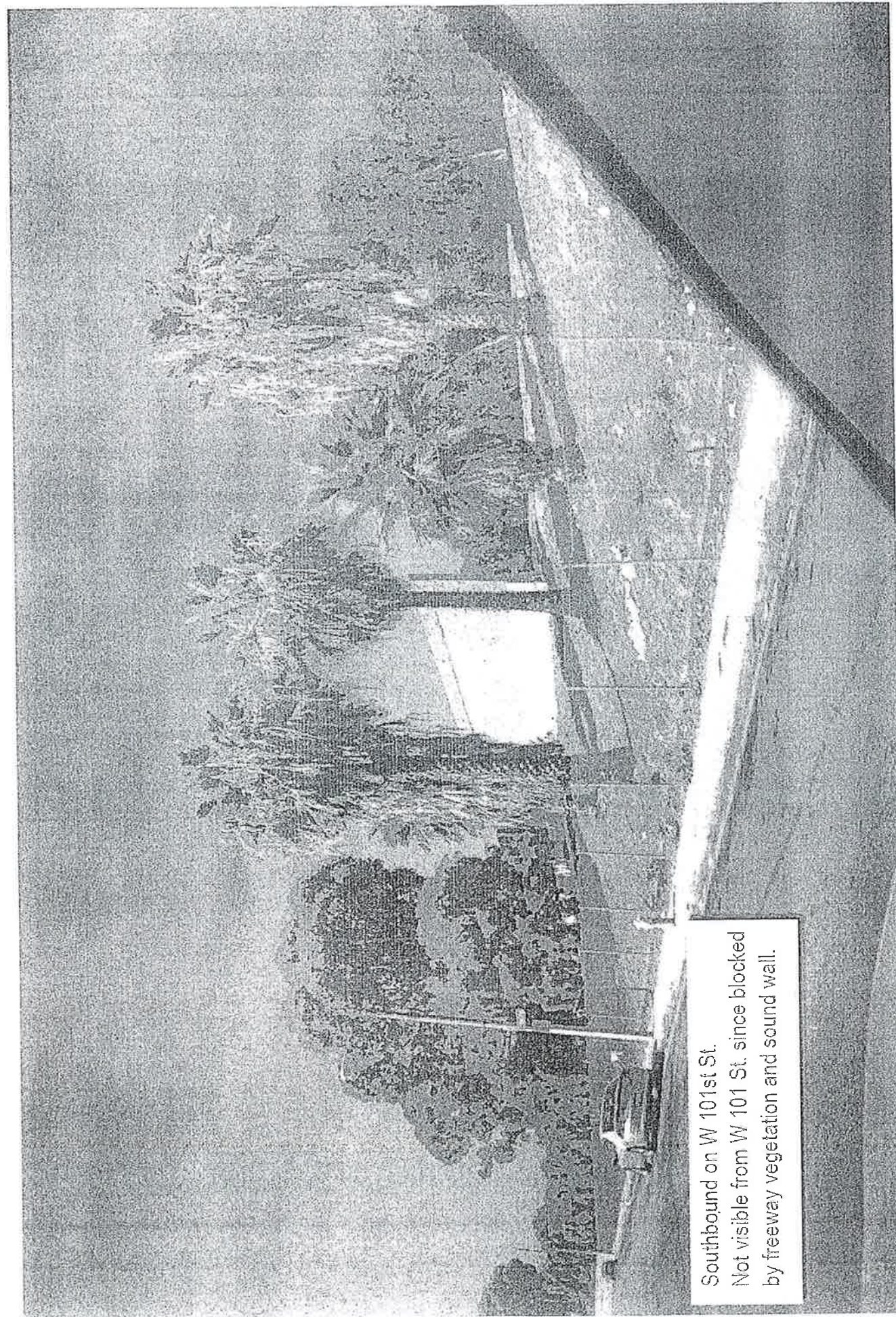
Northbound on La Cienega.
Not visible from La Cienega since blocked
by billboards and buildings.
Blocked by Public Storage building.

PHOTO #15



Southbound on W 101st St.
Not visible from W 101 St. since blocked
by freeway vegetation and sound wall.

PHOTO # 16



Southbound on W 101st St.
Not visible from W 101 St. since blocked
by freeway vegetation and sound wall.

PHOTO #17

Southbound on W 101st St.
Not visible from W 101 St. since blocked
by freeway vegetation and sound wall.
One small flash through the trees if standing
away from the road, but not legible.

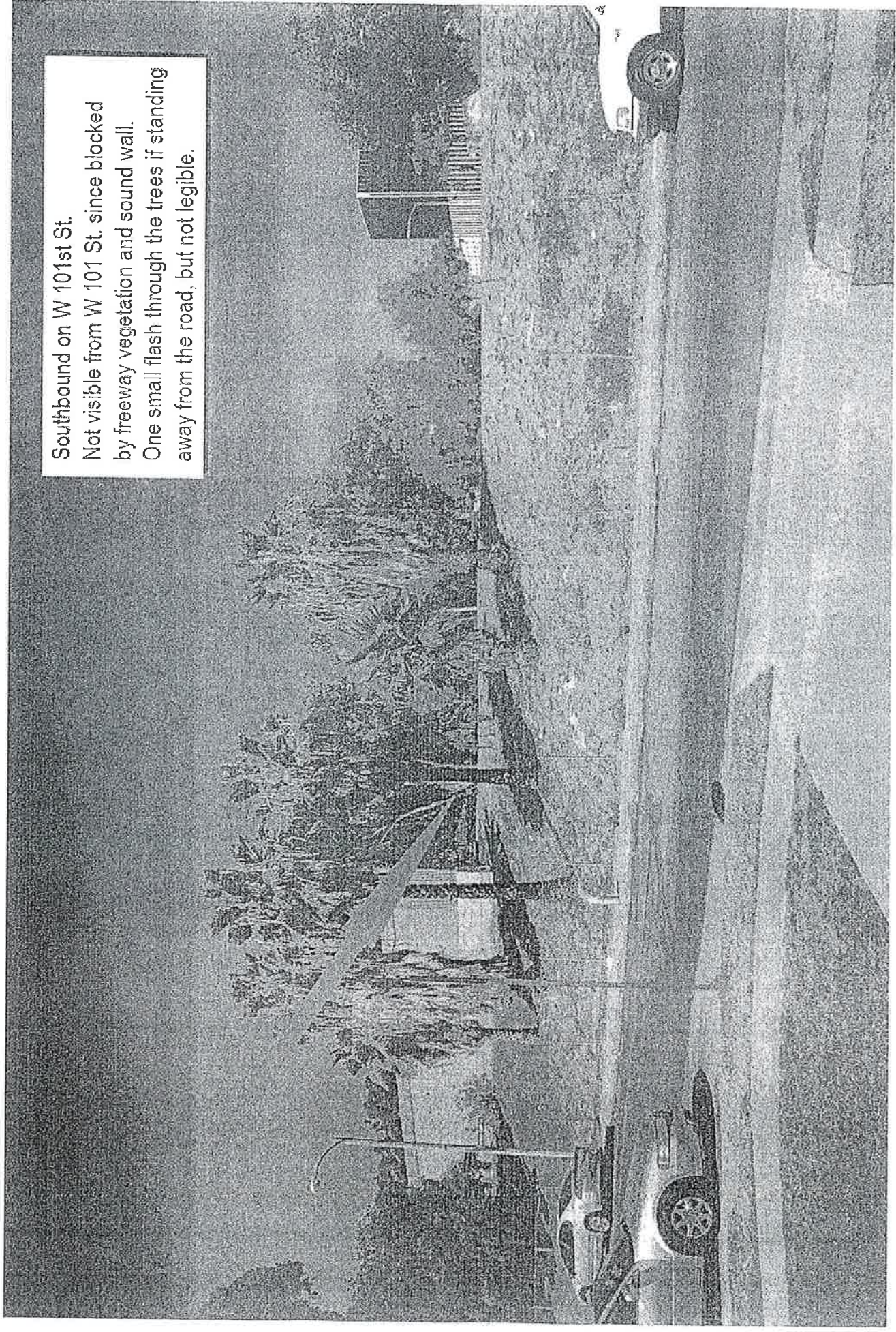
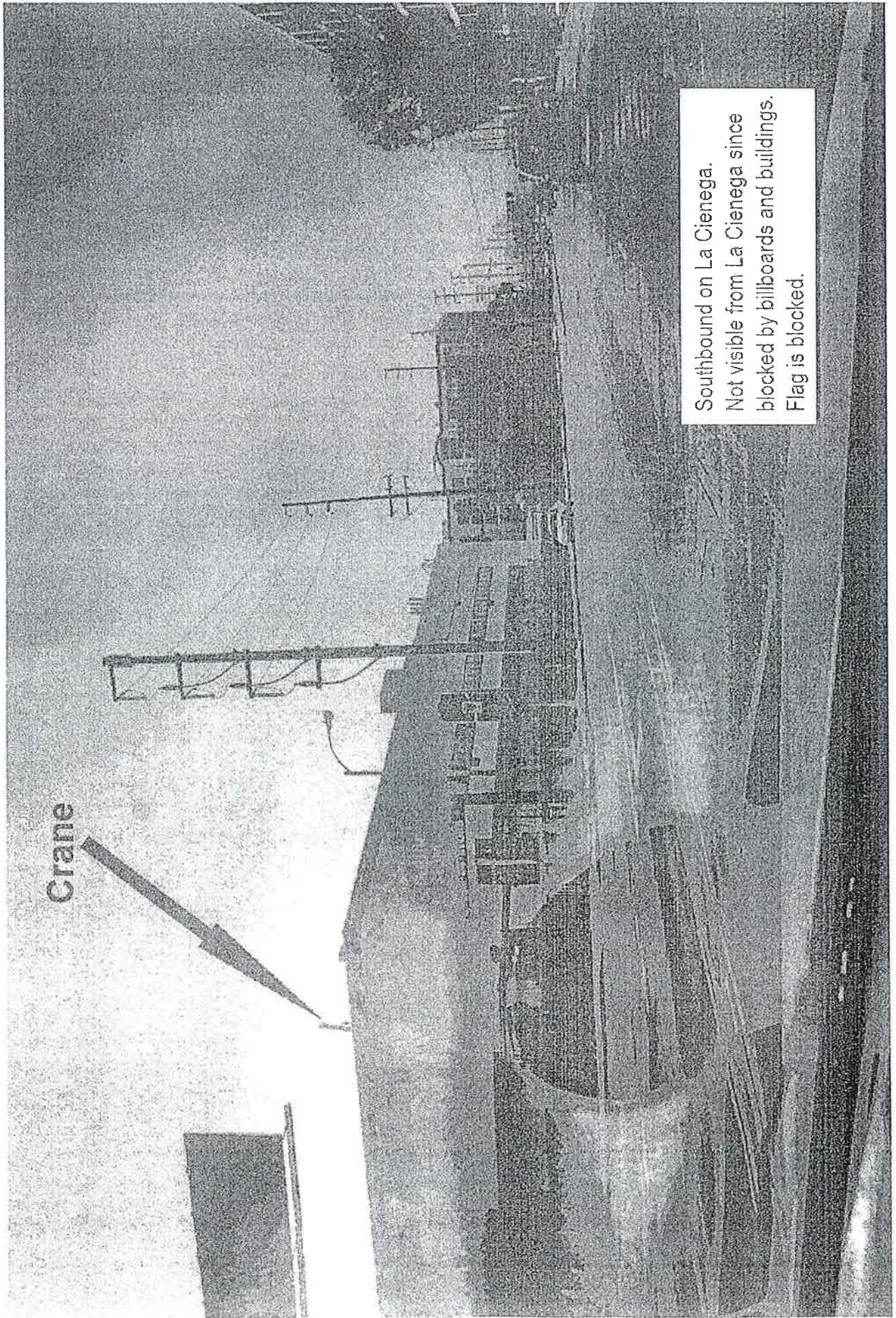


Photo # 18



Crane

Southbound on La Cienega.
Not visible from La Cienega since
blocked by billboards and buildings.
Flag is blocked.

Photo # 19

Crane

Southbound on La Cienega.
Not visible from La Cienega since
blocked by billboards and buildings.
Flag is blocked.

Photo #20

Crane Flag

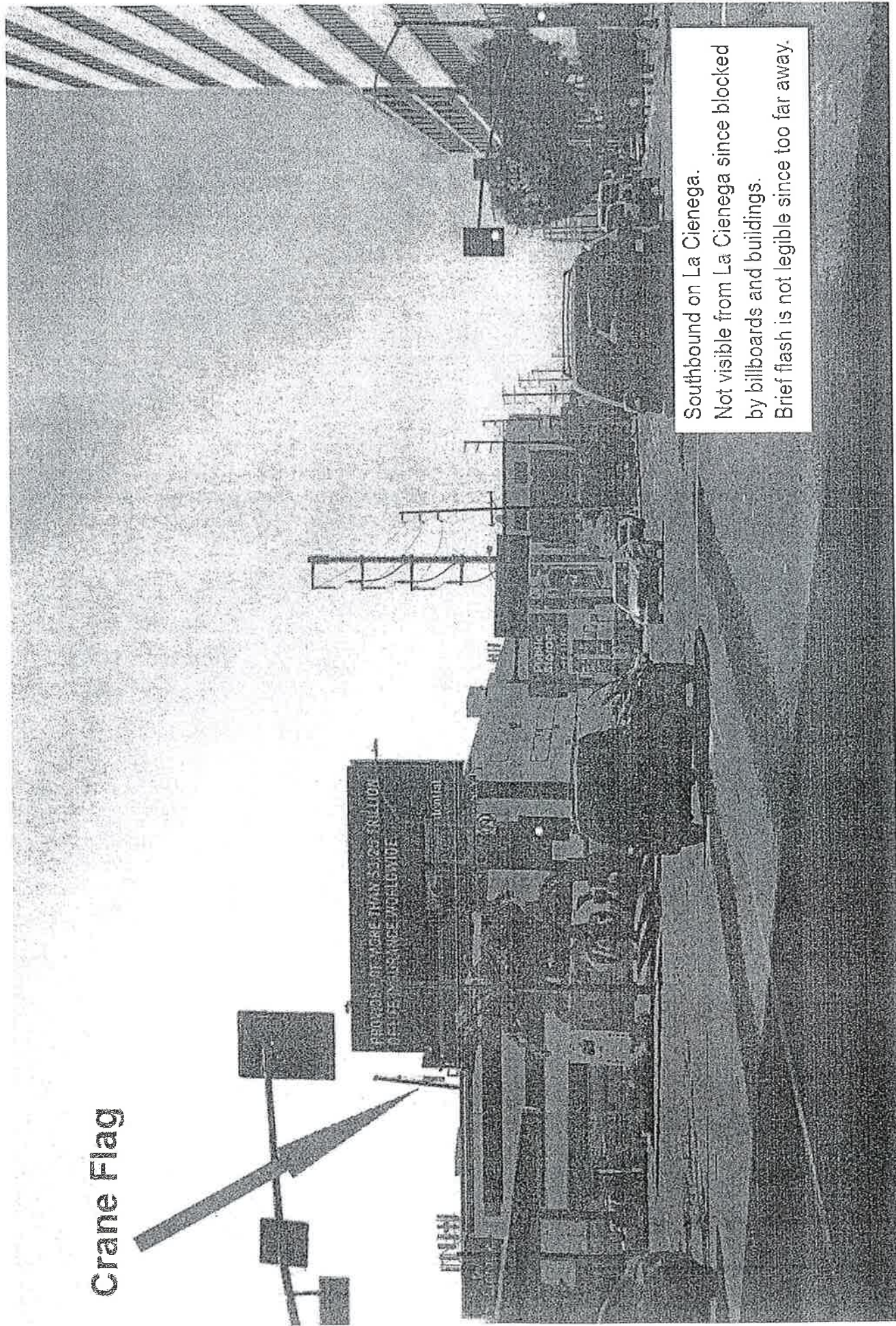


PHOTO #21



FIGURE 2- LAND USE

PROJECT ADDRESS & DESCRIPTION

ENGINEER

CONTRACTOR

APPLICANT

Project: 10100 La Cienega Blvd., Los Angeles, CA 90004
 Agency: 4058-003-324 (map line of 465 feet-wy) "No
 configuration will be a 14' x 25' two-sided Back-to-Back
 distributed and the height of 75 feet from the sign (i.e.
 from the free-way grade). Column position may vary slightly
 within underground crosses.

RMG Outdoor, Inc.
4425 North 24th St., Ste 200
Phoenix, AZ 85018
(602) 230-8634 * Fax (602) 230-8635
Engineer - John Weaver
jweaver@rmg-online.com

CONTRACTOR
S.A. CHASE

DESIGN
P. W. CHASE

INC.

2101 S. Main Street, Suite 2
Portland, ME 04106
Phone: (603) 763-1100

BULLETIN DISPLAYS, LLC
"CREATING ANOTHER ADVERTISING"
JULIE GARDNER, OWNER
THERESA C. GARDNER
PHOTOGRAPHY & DESIGN
907-172-2000
www.bulletindisplays.com

End of 500' Spacing: CGB's fence is California freeway billboard with Caltrans Permit # 200222 and 200203 and it is located 640' south of the southern property line. Thus, the CGB billboard is further than 500' from the proposed billboard location.

Need 500' spacing between billboards

End of 500' Spacing: Clear Channel Outdoors' fence is California freeway billboard Permit # 200111 and it is located 272' north of the northern property line. Therefore, the proposed billboard needs to be at least 227' south of the northern property line.

Need 500' spacing between billboards.

[illegible]